

Manchester Tourism and Community Development Commission

July 19, 2022

Members Present

Kevin Sherrill

Joni McReynolds

Lori Perry

Roxanne Patton

Members Absent

Zakk Huddleston

Dusty Gallagher

Others Present

Ryan French

AJ Foxx

David Bradley

Rick Whitfield

Kevin called the meeting to order at 5:37pm. There was a quorum present.

Lori made a motion to approve the April minutes. Roxanne seconded; motion carried. Lori made a motion to approve the June minutes. Roxanne seconded; motion carried.

Recreation Dept – July 4, attendance was good, band was good. Food trucks and Recreation Department both sold food. AJ asked for support for the band for next year. Tourism discussed that AJ should start looking at booking a band now for 4 July 2023. AJ also mentioned doing a concert series. Ryan French was asked to follow up with securing groups that perform with the Caverns.

South Central TN Tourism - Ryan French said they are now ready to launch a big Tourism program with Lynchburg. They will be opening a Welcome Center, in Lynchburg. It will be a regional Welcome Center. Ryan showed the Experience Tennessee Ambassadors. (18 Ambassadors – activity/food will be free to them throughout the area. They will have to report on/blog their experience. A partnership had been established with the Caverns.

The Ambassadors were able to go to Bonnaroo and they were required to make postings while at Bonnaroo. Katy from Columbia spent two days exploring Manchester as an Ambassador. She took a lot of pictures; the hotel room and food were compted. This was arranged through the Chamber of Commerce in each city. It is a free program. The hotel LX reached out to Ryan and asked for help and this is what happened. They are working on building itineraries online for the ambassadors.

The State will be creating virtual brochure racks where people can scan a QR code and look at the brochures of Tennessee on their phones. They will produce rolling advertisements on the monitors in welcome centers.

The marketing plan TDTD TN Department of Tourism Development was presented. Included was a Marketing Grant – DMO (Destination Marketing Organization – Chamber of Commerce). The grant is a State Program which will close on 29 July. Tourism can apply for a 50/50 match. Funding can be used for things that Tourism is already doing. The funds must be for marketing, for example the website.

Manchester is slotted for \$25,000 from the American Rescue Plan Act (ARPA) - This funding is for new expenses only. This grant is not available yet; however, it will happen. The grant will be rolled out in phases, starting with the Big Five (Nashville, Knoxville, Chattanooga, Memphis).

The invoice for \$600 pays for the maintenance of our website and the Tnvacation page on tystate's website. Manchester Tourism can get an expanded website for \$3000. Kevin made a motion to have Tourism pay the \$600 for the current Community Page. Roxanne second. Motion carried.

Kevin made a motion to renew the dues South Central TN Tourism.  
Roxanne second. Motion carried (\$1500)

Joni mentioned that all members should RSVP for the Economic Impact of Tourism which will be held on July 25 at the Coffee County Conference Center.

Rick Whitfield presented that AAA had a big meeting in Nashville this past weekend and 1800 registered for the meeting. The Tennessee State Area 64 from Memphis asked to hold the meeting in Manchester. Rick Whitfield has presented his completed Community Support request in a prior Tourism meeting. The money they are asking for would go to support speakers that are attending the meeting. Joni made the motion to fund \$3500. Lori seconded. Motion carried.

Discovery Map – discussion was held on the ads and who receives the support for the advertisement. Tourism will be revisit purchasing advertisement for the Discovery Map and the qualifications for those receiving assistance from Tourism for an ad.

Joni will provide Foothills Craft store with the Community Support Grant form.

Joni made the motion to approve the Tourism Commissioners and up to two Chamber of Commerce employees to attend. Kevin second. Motion carried.