

Manchester Tourism and Community Development Commission  
February 22, 2021

Members Present

Joni McReynolds  
Andrea Bates  
Kevin Sherrill  
Roxanne Patton

Members absent

Dustin Gallaher  
John Richardson

Others Present

Katy Riddle  
Ryan French  
Rebecca French  
Jeff Houck

Kevin Sherrill called the meeting to order at 5:38pm. There was a quorum present.

Andrea made a motion to accept the January 4, 2021 Tourism minutes, Roxanne seconded. Motion carried to accept the minutes.

**Chamber of Commerce Report -**

Katy Riddle reported that the Chamber is reviewing a program using a gift card with retailers. It promotes shopping locally. For the Chamber, it documents the usage for the vendors. They are in the final stages of producing the Manchester Resource Guide. Katy reported there is a new boutique on the square.

**Manchester Recreation -**

Bonnie Gamble reported that there are 2 day baseball tournaments scheduled between May and June. There is a possibility of earning over \$10,000 in income with these tournaments. The new LED lights for the ball fields will cost \$1M and Recreation will need \$500K from the city for a match with the state. Westwood Elementary School will also contribute to the expense. Jeff added Top Gun National Organization said Manchester would meet the criteria to host more tournaments. Most tournaments have 150 teams or more, and over 75% of the teams are from 50 miles plus and will have to spend the night in Manchester. KY, ALA, GA, is examples of teams that could easily participate. Other benefits of Manchester hosting the tournaments are the ability to get off the interstate and the ball fields are close by, and restaurants are plentiful. Bonnie wants Westwood and Tourism to donate at a minimum 1/3 of the \$500,000. Discussion was held on

possibly paying some of the expense in the current fiscal year and some next fiscal year. LED lights will be put on six of the oldest fields. If all goes well, the new lights will be ready for tournaments during the 2022 season. These tournaments could be multiple years of 150 plus teams, 5 days or more. Bonnie will require and answer on funding by April.

### **New Business -**

Ryan briefed on how the Small Business America webinar (funding mechanism). This is a grant for small businesses. The total distribution of funds has not been determined yet. The website is being updated on a daily basis and it covers payroll, rent, utility payments, worker protective expenditures, state/local taxes and fees. The grant would also cover live venues and operators, living performing arts, museums and theaters.

Jeff Houck, Athletic Director of the Manchester Recreation Department reported the National Series Baseball tournament by Top Gun which is a 4 day regional tournament is scheduled for summer 2022 in Manchester. The participants will be 150 teams in the Manchester area. Some of the games will have to be played in the surrounding area fields. Jeff Houck is the contact person with the Manchester Recreation Dept.

Ryan presented the Manchester Tourism Community Support Grant Form. The form would be used for anyone requesting funds from Tourism. This form is developed based on how other cities are managing grants. Kevin made a motion to use this document as a guide, Andrea seconded. Motion carried.

Hotel/Motel Occupancy Tax Audit - Roxanne said Mayor Howard asked Tourism to stand down on this for now.

MCCCC - Rebecca French presented on a request of \$1500 sponsorship/scholarship for a statewide training event that will host approximately 150 attendees at the MCCCC. She is requesting these funds to be competitive with the other possible conference sites. Rebecca will complete the new Manchester Tourism Community

Support Form and the board will review the request during a special call meeting March 1, at 5:30 pm.

Blizzard Virtual Conference - The MCCCC has hosted the Blizzard Conference twice. This year the conference will be held virtually due to COVID 19. Joni made a motion to pay for the participation of Tourism Commission members and Chamber of Commerce staff to attend the Blizzard Conference. Kevin seconded. Motion carried. Andrea, Katy, Katy, and Joni will attend the virtual Conference.

Music Events - A summer concert series is being planned for Manchester. This is not a camping event. 2 - 6 people per pod. Tickets have not been sold yet.

2021 is the 20<sup>th</sup> anniversary of Bonnaroo and it is scheduled for September 2 - 5. Currently the requirements are no masks but vaccines will be required. Tourism does not have a role at this time.

Budget - Kevin and Ryan both have recommended building the Tourism 2021-22 budget on \$95,000. The board will vote on the budget at the Tourism Call meeting on Monday March 1<sup>st</sup>.

**Old Business -**

None

Meeting adjourned at 7:00pm