

Manchester Tourism and Community Development Commission  
June 28, 2021

Members Present

Joni McReynolds  
Andrea Bates  
Dustin Gallaher  
Roxanne Patton  
Kevin Sherrill

Members absent

John Richardson

Others Present

AJ Foxx  
Katy Riddle  
Joyce Prusak  
Elena Cawley  
Lane Curlee

Kevin Sherrill called the meeting to order at 5:32pm. There was a quorum present. Roxanne moved to accept the minutes of the previous meetings, Andrea second. Motion carried.

Chamber of Commerce - Katy Riddle reported on the journalist that came to Manchester. One article ran in the Atlanta Constitution

All documentation was submitted to the State that will pay 50% of the grant for marketing efforts.

AJ and Katy met to discuss Sports Marketing advertisement for the Manchester area. There are funds left over on the Carroll Multimedia contract and Katy has requested to use the remainder of the funds to help pay for sports marketing video. Approximately \$3K is left over and she believes it will cover the video. There is twenty remaining hours. Joni moved to use the twenty remaining hours on the sports marketing video, Roxanne second, motion carried. Katie will be the contact person.

Katy presented on new banners for the city. The city has requested Tourism purchase banners and hardware for the streets. Twenty additional mounts at \$81 each are needed to be purchase. A quote package was provided for review. Currently there are no banners around the interstate exits 110, 111, 114. Joni

moved to purchase the banners out of the upcoming budget. Dustin second. Motion carried.

Recreation Department - AJ reported that the Recreation Dept. worked with Tourism in the past during the July 4<sup>th</sup> event. They are looking at the band, Seven Bridges to play prior to the fireworks. They have played in Manchester before. They will play for 4<sup>th</sup> of July for \$5,100. Recreation has paid \$2500, and they are asking Tourism to pay the balance of \$2600. Roxanne made the motion to pay the fee. Andrea second. Motion carried.

Recreation is applying for a grant from the Tennessee Dept of Environment and Conservations in the amount of \$500,000 with a 50/50 match. This grant will be used for replacing the poles and led lights on six ball fields.

Ryan French - Ryan presented the invoice for dues from South Central.

The Manchester Tourism website will transition into the State app, TN vacation.com. It will be GPS base, and it will have where to shop, eat, sleep destinations on the site. Ryan will present this at the next Tourism meeting. There will be a day in Manchester site created also. As part of the partner page, Manchester will be shown on the State's site. This will allow Manchester to have a rack where people can scan the app and see what day trips are in the area.

South Central TN Tourism has moved to a monthly digital visitors' guide. Every quarter they will print a guide (August will be the next guide). It will go to 30 + locations (Jack Daniels, local welcome centers, etc.).

When "Welcome Center, South Central TN is googled, it directs to The Manchester Chamber of Commerce site. Ryan's goal is to have one location in every city. This is piloting in Manchester and Fayetteville.

New Business - The Children's Advocacy group presented on their art project. The Children's Advocacy group serves about 350 children in the local area. They have

partnered with an artist to paint a mural in Manchester (the location is the bridge on Waite Street behind the soccer fields). This has been approved with the Street Department. They want to apply for the ABC Grant, total cost is \$7K the mural cost is \$6500. Expecting 500 attendees. Roxanne made a motion to fund half of the event. Andrea second. Motion carried.

Advertising for USA has been tabled.

**MAC** - Discussion was held, but the conclusion was not determined. Attorney Ewell has been asked about this. Question is, have they received any other funding. Further discussion has been tabled.

**Holiday Inn** - The Holiday Inn has submitted the Manchester /Tourism Community Support form for a total of \$940.10. The State asked each city in the tour for the journalists to cover the expenses. Holiday Inn requested Tourism pay the bill of \$940.10. Andrea a motion to pay the hotel bill for the journalists that toured the area. Roxanne second. Motion carried.

**MCCCC** - The MCCCC has submitted a request to help pay for the Motorcycle Run cost. The MCCCC is hosting this event because of the fire at the Smokehouse restaurant in Monteagle. MCCCC is requesting Tourism pay labor cost and room fee for the event. The participants are paying for their own meals. Kevin made a motion to pay the bill, Dustin, second. Motion carried.

The Tourism Commission had discussed at the death of past Tourism Commissioner Carol Russell's husband, that in lieu of sending a flower arrangement, the family requested a donation be made to the Churches of Christ Relief fund. Further discussion has been table until we obtain clarification from the City Attorney if this can be done.

Andrea made a motion to fund the Coffee County Craft Association their requested \$3,000. Roxanne seconded. Motion carried.

Lane Curly informed the Tourism Commission that 80,000 maps were printed, includes 5 counties from ads Tourism purchased over a year ago. Lane reminded us that Tourism paid for others local businesses to place ads on the map. The map was recognized as a "Map of the Year" in the United States. He is asked Tourism to purchase ads in the amount of \$9,520.00 for six spaces on the map and spaces for 15 organizations that will have to pay half price. Next map would come out in August 2021. Kevin made the motion to purchase the same number of ads and pay 50% out of the 2021 budget and 50% out of the 2022 budget. Roxanne second, Motion carried

Meeting adjourned at 7:10pm.