

Manchester Tourism and Community Development Commission
Meeting Minutes
September 11, 2023

Members Present-Lori West, Lori Perry, Lori Watson, Joseph Sherrill & Joey Hobbs

Members Absent-Erin Kehely

Others Present-Katy Riddle, AJ Fox, Dominic Gialdini, Cliff Allen, Kayla Allen, Matthias LeMast, Roger Chambers.

Lori Perry called the meeting to order at 6pm. There was a quorum present.

Joseph Sherrill made a motion to approve the August minutes, Lori West, seconded, motion carried.

Citizens Comments/Questions-Cliff Allen from Lady Frights Emporium spoke to the committee about an event his organization will be hosting. The Manchester Zombie Walk & Halloween Faire will be held October 13th located at Fred Deadman Park and Rotary Park. It is a family friendly event with food trucks, live music, vendors, makeup artist, etc....

He also spoke upon other events his organization may be holding in the future.

Manchester Chamber of Commerce-Katy Riddle updated the committee on the TNTD grant that the committee had applied for. Manchester Tourism received the full amount applied for of \$10,000.00 with a match of \$10,000.00 from the state. Per the guidelines of the grant her and Lori West had already started work in collaboration with SCTTA to break it into sections and begin with Geocaching and the Regional Social Media Package. These two items are part of budgeted expenditures. Lori West stated that she had received the invoices from SCTTA in the amount of \$7400.00 to be paid, so Katy could start on a partial reimbursement.

Katy also shared a sample of a seasonal Stay & Play guide. This is a part of the TNTD grant which would be displayed at hotels, visitor center, etc...

Katy also stated that the proposed date for the Manchester Downtown Christmas Stroll would be December 15th.

Manchester Parks & Recreation-AJ Fox gave the committee potential date and prices of proposed ice-skating rink. Discussion was had on rental dates, pricing of rink, visitor pricing, logistics, lighting, start/end times & sponsorship signs. Lori Perry asked to have final decisions by the October meeting for more discussion.

AJ also stated that the Manchester Christmas Parade would be held November 25th.

South Central TN Tourism-Dominic updated the committee on the geocaching that was being worked on which is part of the TNTD grant. List of locations had been presented which consisted of five (5) locations.

New Business-Lori West presented the committee with a package that had been mailed from the Tennessee Backroads Heritage. In the package was a request for funding in the amount of \$3000.00 to replace a sign that was on the grounds of the Coffee County Court House located on the square. Lori West stated that she was under the impression that the sign belonged to the county and that the county per their minutes had already voted on a similar package. Joey Hobbs advised Lori West to look into the matter before any further action was taken. Package tabled.

Lori West presented the committee with the invoice for the 2024 Civil war Trails membership renewal in the amount of \$200.00.

Lori Perry made the motion for renewal, Lori West seconded, motion carried.

Lori West presented the committee with a letter from the district 11 Area 64 AA. Letter stated that due to inflation, pricing and budget cuts, the organization may or may not be able to continue events at the MCCCC.

Joey Hobbs presented the committee with discussion of a TDOT grant that the City of Manchester Board of Mayor & Alderman had applied for and also secured in regards to the lighting on exits 110 & 114. The grant is a TDOT 20% match up to \$1,000,000.00. The City of Manchester was interested to know if tourism would collaborate in funding up to

\$200,000.00. Discussion was had on funding and how it is tourism related, Lori Perry asked for the discussion to be tabled until October meeting and that she wants Lori West to go to finance and check on amount of funds that is in the tourism reserve fund. Discussion tabled.

Old Business-Foot Hills Crafts was tabled due to waiting on member from organization to come answer questions.

Tourism Grant- Per the guidelines the next topic of purchase is for the rack cards that will go visitor centers, hotels, area businesses' etc.... Lori West presented the committee with the rack card that was previously purchased, after discussion, committee asked Katy Riddle to give some updated options of cards to be presented at the October meeting.

Future Purchases-Christmas decoration discussion.

Budgeted Expenditures-Lori West presented the committee with invoices to be paid that have been budgeted for.

SCTTA-\$600.00 for annual visitmanchester.com website fee.

Exchange Media-\$2332.00 for advertising that was approved 4/2023.

Westwood Elementary Archery Program-\$2000.00 tourism funded grant for tournament approved 4/2023.

Lori West stated to the committee that Lisa Myers, Manchester City Director of Finance, requested that the chairperson of the tourism committee sign off along with the treasurer on Manchester Tourism Community Support Grants paperwork in the future.

Committee Reports-NONE

Joey Hobbs made the motion to adjourn the meeting, Joseph Sherrill, seconded, motion carried.

Adjournment 7:30 p.m.