

Manchester Tourism and Community Development Commission
Meeting Minutes
February 12, 2024

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

Members Absent-None

Others Present- AJ Fox, Becki Johnson, Katy Riddle, Diane Murray, John Fletcher, Lebron Haggard, Renee Haggard, Margaret Milburn, Judy Pugh, Pauline Bennett, Mary Beth Byers.

Lori Perry called the meeting to order at 6:00pm. There was a quorum present.

Citizens Comments/Questions-None

Erin Kehely made a motion to approve the January minutes, Joseph Sherrill, seconded, motion carried.

New Business-Lori West gave the committee an updated packet of the 23-24 budget and asked the committee to look over the numbers to get an idea of how they would like for the 24-25 budget to look like in the March meeting for budget approval.

Diane Murray from Tennessee Backroads Heritage presented the committee with a packet from the organization with membership cost, advertising cost and repair cost of a sign at the Coffee County Courthouse.

Joey Hobbs made the motion to fund the membership and sign repair cost of \$4500.00. Lori Watson, seconded, motion carried.

Lori West made the motion to table the advertising cost of \$3000.00 until March meeting, Lori Perry, seconded, motion carried.

Lebron Haggard with Common John Brewery presented the committee with an update of the 2023 Beerfest Family Reunion and 5K Run. Discussion was had on totals of social media data, participates and future projections. Asked for the committee to once again sponsor in 2024, \$4000.00 for

marketing fees of Beerfest Family Reunion and \$3000.00 for 5K run marketing and prizes.

Erin Kehely made the motion to fund \$7000.00 total, Joseph Sherrill, seconded, motion carried.

Lori West presented the committee with the choices of the flag banners for purchase to be switched out throughout town and on the exit ramps of 110/111/114 beginning in May and be present through Labor Day. The cost is \$7577.23 for 64 banners, design and shipping. Committee chose option A.

Lori Perry made the motion to purchase option A banners, Lori West, seconded, motion carried.

Old Business-Joey Hobbs discussed the Hotel/Motel tax audit. Audit hasn't been conducted in 5 years and possible cost for a new one according to last audit could be around \$18000.00. He asked Lori West to contact Finance Director, Lisa Myers to see what steps the committee would need to take to get a quote for audit.

FootHills Crafts representatives presented the committee with an updated packet from prior funding request held in January. The funding asked for numerous advertising request, including their sign on I24 to be repaired. Discussion was had on request to include the tax on sign repair. Total request \$4756.80

Lori Perry made the motion to approve funding request, Erin Kehely, seconded, motion carried.

TNTD Grant Phase 3 Purchase-Katy Riddle and Lori West gave the committee an update on the TNTD grant. The next phase of budgeted expenditure of allotted money was to purchase the video portion of the grant. Katy would get to work on it and present the update at the next meeting in March.

ARP Grant discussion was had on the allotted money from the state. Katy was waiting on answers from the state and would have a better understanding at the March meeting if the committee could move forward with a rental agreement for the possible holiday ice skating rink.

Lori West presented the committee with the Manchester Chamber of Commerce MOU payment invoice. This is a budgeted expenditure and she was just informing the committee it was due to be paid for the 3rd quarter.

Becki Johnson updated the committee on the choices of band, timelines of contracts, and prices for the Manchester July 4th celebration. Cost was up from previous years. Discussion was had on options. The committee requested Becki to work on the contract for Burning Las Vegas at a cost of \$8750.00.

Lori Watson made the motion for band choice and cost, Erin Kehely, seconded, motion carried.

Mary Beth Byers from Coffee County Fast Pitch Association, presented the committee with an update on future tournaments to be held and possibly more to be brought to the area in May. She also brought cost of wish list items for future repairs to the ballfields located at Dave King Park. Discussion was had on timeline of wish list items and to contact Manchester Parks and Recreation Director, AJ Fox as well. AJ Fox stated on the wish list items was quoted at a cost of \$27000.00 over a 2-year period for fencing.

Chamber of Commerce Report-Katy Riddle updated the gala held in January. Katy also discussed the spring/summer itinerary she was working on for visitors. The theme was to be "Live like a local" it was to possibly include food, family themed attractions, and events.

Katy also discussed she was still looking into the "Rubber Duck" river race to be held in the fall. Future updates to come.

Manchester Parks & Recreation Report-AJ Fox reported to the committee the intent to apply for a 50/50 match grant through the state. The grant would be able to replace the lighting at fields Miller, National, & 9. He had also presented the intent to BOMA with approval. More updates to come.

AJ also reported in March the recreation complex would be going through a week shutdown for repairs to the basketball gym floor and upstairs workout room.

SCTTA Report-No report.

Committee Reports-No reports.

Joey Hobbs made the motion to adjourn the meeting, Lori West, seconded, motion carried.

Adjournment 7:45 p.m.