



Ocoee River Recreation and Economic Development Fund Board Meeting Minutes

**September 28, 2021 10:00 am Eastern Time
Cleveland/Bradley Co. Chamber of Commerce
225 Keith Street, S.W.
Cleveland, TN 37311**

Voting Board Members Present: Mayor Robby Hatcher, Angelo Giansante, Drew Freeman, Keith Jenkins, Lamar Davis, Macy Brower, Ryan Cooke, Tim Henderson

Voting Board Members not present: Melissa Woody

Non-Voting Members Present: Senator Mike Bell, Deputy Commissioner Brooxie Carlton, Dan Howell, Rob Sherrill, Chris Richardson

Non-Voting Members not present: Deputy Commissioner Jim Bryson

Guest Present: Michael Wright, Brian Bivens, Melanie Vanderloop, Kenneth Gragg, Robin Peak Robertson, Will Kerby

Roll call: Tonya Turner

Motion for Approval of March 2021 minutes:

- Tim Henderson motion to approve
- Ryan Cooke second to approve
- Approved unanimously by voice vote

ORRED Fund Balance Report: Angelo Giansante

- Angelo discussed in depth the schedule of revenues, expenditures, and changes in the fund balance as of August 31, 2021. Angelo also stated that the spring tally is the final report.

2022 Rescue Training: Board

- Lamar D. motion to approve spending \$9995.00.
- Ryan C. second to approve.
- The board discussed sending out expectations to the outfitters and training for rangers.
- Approved unanimously by voice vote

Funding for Advertising: Board

The Board proposed \$300,000 per year in advertising for three years. They discussed that the advertising committee should advertise before July, running ads from January thru March and have them in full blast by April. Will Kerby discussed the contracts that are in place now, are funded through June 2022. Whoever is chosen for advertisements should be up and running before the June 2022 contract runs out. Senator Bell stated that the advertising committee will need to do an RFP and put out for open bids for anyone to get the contract. The Board discussed looking for low-cost commercials and website advertising. The Board also stated that there is more money to spend this year than last year. Will discussed looking at the price as well as quality to make a choice for an advertiser. He also stated that there is no rush in planning right now. Senator Bell advised that the legislature frowns on one business locked in as a sole source. Senator Bell stated that we can always take another contract. Boundaries on an RFP will be presented in March by the advertising committee. Senator Bell recommend waiting until spring to approve the spending amount.

The outfitters association is looking at re-marketing the website and doing something other outfitters are not doing to bring in more business. They will work with the advertising committee on re-marketing.

- Ryan motion to approve advertising committee to prepare draft RFP for presentation/approval at next meeting for 3 years, \$300K per year with goal of November 1, 2022 start date.
- Lamar second approval
- Approved unanimously by voice vote

Polk County Reimbursements: Board

The Board discussed giving Polk County \$47,907.90 in reimbursements for previous two years of assistance in the Ocoee River management zone. Motion was approved unanimously.

Polk County Chamber of Commerce project: Board

- Ryan made a motion to approve \$9995.00 to Polk County Chamber of Commerce for additional research and work on other advertising avenues not currently covered.
- Lamar second to approve.
- Approved unanimously by voice vote

Reminder about Travel Reimbursements: Will Kerby

Will reminded the Board about travel reimbursements.

Scheduled Spring Meeting: Board

- The Board agreed to have the next meeting on March 17, 2022 at 1:00 p.m. central time in Nashville, TN.

Marketing Campaign: Will Kerby

- The Board discussed having an update meeting on the ongoing marketing campaign in November. Senator Bell advised having a hybrid meeting in Cleveland, TN (virtual for Nashville).

Adjournment was at 11:00 a.m. eastern time.