



**Ocoee River Recreation and Economic Development Fund Board
Marking RFP Committee
August 20, 2024 Meeting Minutes
10:00 am Eastern Time
Hiwassee/Ocoee Scenic River State Park
404 Spring Creek Road
Delano, TN 37325**

Voting Committee Members Present: Angelo Giansante, Keith Jenkins, Melissa Woody

Nonvoting Committee Members: Present: Carlo Smith, Angie Arp, Morgan Bologeorges

Voting Board Members not present: Lance Luke

Meeting called to order by Keith Jenkins

Roll Call: Kari Moates

Public Comment: No official public comment was made after it was solicited. Rather, guests participated in discussion during the meeting.

Liquid Spark Marketing Update: Julie Thorner of Liquid Spark presented a slide deck outlining statistics collected from different areas of the ongoing marketing program, including click counts, views, social media engagement, etc. Both members of the committee and guest outfitters asked questions about the statistics. The group also reviewed the reported rafting numbers for this season, which showed flat growth on the middle, and a drop in guest visits to the upper. Carlo Smith indicated that other rivers are reporting drops in guest visits. The group discussed whether the numbers should be considered a success or failure and talked through suggestions about media assets and future advertising plans.

Guests and Liquid Spark held detailed discussions about points of concern such as competition in search engines, outfitter concerns on branding showing in advertisements, and the variety of media assets collected.

During the conversation, Julie Thorner brought up the upcoming deadline for the Board to take out an ad in the Tennessee Vacation Guide. Ryan Cooke recalled that the guide was discussed at the last full board meeting. Sara Page agreed to check on the motion from that meeting after the subcommittee adjourned. Carlo Smith recommended that the Board take up the guide at its next meeting to approve ad purchases in future years to avoid timeline concerns.

Adjournment