



## Ocoee River Recreation and Economic Development Fund Board

March 21, 2024

1:00 pm Central Time

Tennessee Department of Environment and Conservation

William Snodgrass Building, 2<sup>nd</sup> floor

312 Rosa L. Parks Blvd.

Nashville, TN 37243

**Voting Board Members Present:** Angelo Giansante, Macy Bowers, Drew Freeman, Mayor Robbie Hatcher, Melissa Woody, Keith Jenkins, Tim Henderson, Lamar Davis, Ryan Cooke, Rob Sherrill, Deputy Commissioner, Chairman Dan Howell, Deputy Commissioner Brooxie Carlton,

**Voting Board Members not present:** Mike Bell, Senator Art Swann

**Meeting called to order by Keith Jenkins @1:06 pm**

**Roll Call:** Kari Moates

**Approval of September 28, 2023 Meeting Minutes.** Keith Jenkins motion to approve the minutes. Melissa Woody 2<sup>nd</sup> the motion. All voting members reviewed and approved the minutes.

**Approval of November 16, 2023 Meeting Minutes.** Keith Jenkins motion to approve the minutes. Ryan Cooke 2<sup>nd</sup> the motion. All voting members reviewed and approved the minutes.

**Approval of November 16, 2023 Meeting Minutes.** Angelo Giansante motion to approve the minutes. Ryan Cooke 2<sup>nd</sup> the motion. All voting members reviewed and approved the minutes.

**Determination of Necessity.** Sara Page adopted the determination of necessity for virtual meetings. Ryan Cooke motioned to approve. Angelo Giansante 2<sup>nd</sup> the motion. All voting members approved.

**Public Comment.** None

**ORRED Fund Balance Report.** Angelo discussed the fund balance. The balance was 1,620,835.95. Expenditures 223,000 from Liquid Spark. Scott Grammar also presented in this meeting. He mentioned that funds come in in three different buckets. Personnel expenses ranged from 235,900. Ryan wanted to see reporting every meeting from the outfitters two weeks before the board meetings.

**Liquid Spark Marketing Update.** Keith Jenkins explained not a lot of change on Liquid Spark. Billboards funding 30,000 for billboard campaign. Would like to get more visitors to the site. Would like to see where it goes before spending \$30,000. Would like to revisit in September. Raft purchases? Who would keep the raft? Chairman Howell suggest revisiting the raft purchase to September meeting.

**Ocoee Rules Update.** Started its approvals but no surprises. Capture the processes that work right now.

**Polk County Ocoee River Management Zone Reimbursement Request.** Ryan Cooke motioned to approve reimbursements. The motion was 2<sup>nd</sup> by Angelo Giansante. The Board voted yes.

**Hiwassee/Ocoee State Park General Update.** Greer mention to propose to the legislator. Push this forward. Recognizing the Hiwassee State Park. Upgrade campground operations and establish new positions. Angelo mention on the operation end to share the resources that we have. Angelo said this would be a benefit and wants the relationship to work well. Keith asked has there been any conversation about paying for the water releases.

**Renewal Approval for TN Tourism Full Page Advertisement.** Melissa explained the ad agency is responsible. It is paid off. Angelo mentioned using it as a trade to negotiate. Sara requested an update to show how the funds are being broke down Liquid Spark. Angelo motioned to approve. Melissa 2<sup>nd</sup> it. The board voted yes.

**Request Info for Budget.** Angelo will have a discussion with TVA about the water release schedule. He is asking that the Outfitters make the best of the schedule until an agreement can be made. Lamar motioned to approve. Ryan 2<sup>nd</sup> the motion. The board voted yes.

**White Water Center Update.** Greer explained Megan with external affairs at TDEC has a focus group for meetings and assessments to inform future use. The contract has not been modified, will reach out once the report is finish.

**Other Business.** None

**Schedule Fall Meeting.** Fall Meeting will be September 30, 2024, 1:00p.m. eastern time at Ocoee State Park.

**Adjournment 2:19pm**