



**Ocoee River Recreation and Economic Development Fund Board
December 19, 2025 Meeting Minutes**

***9:00 a.m. Central Time / 10:00 a.m. Eastern Time**

Virtual via Teams

**Hiwassee/Ocoee Scenic River State Park
404 Spring Creek Road
Delano, TN 37325**

Roll Call:

In attendance:

Committee Members: Angelo Giansante, Ryan Cooke, Lynne McClary, Carlo Smith, Whitney Mayer

1. Chair Election

- Motion to select Whitney Mayer as chairperson for subcommittee by R Cooke
- Second by A. Giansante.
 - All in favor

2. Liquid Spark Presentation Discussion and Contract Close-out Matters

- Liquid Spark will continue to be “on call” for anything need along with any social media monitoring and maintenance.
- L McClary to get access to MailChimp and other sites with administrative control level logins from Liquid Spark as no state employees will be able to maintain websites/other logins
- All outfitters agree that no further funding should go to Liquid Spark
- Motion to stop any extra funds and draw down all activities by Liquid Spark minimizing any additional fees but holding to contract date of April 13th, 2026 by A Giansante
- Second by W. Mayer
 - All in favor

3. Future Marketing event Planning

- Members agreed to meet more often, likely monthly to better react to marketing, making plans and decisions.
- Members should come prepared at next meeting with their plans for marketing the Ocoee into 2026.
 - Example sites, advertisements and events to host or participate in.

4. Other Business

- Next meeting set for January 22, 2026, at 10:00 am central
- S Page reminded all member that communication should not be person to person emails and should instead use the ORRED Board email address: orred.board@tn.gov

Adjournment 11:15 a.m. Central Time / 12:15 p.m. Eastern Time