



## Ocoee River Recreation and Economic Development Fund Board

January 15, 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. Public Comment

- none

#### 2. Olympic Market Opportunity

Through WSMV Nashville, who will be broadcasting the entire Winter Olympics, sponsorship packages are available. Opportunities include commercial ads, website banner ads, etc. Those can be customized within whatever budget the board approves. These winter Olympics are the 30<sup>th</sup> anniversary of Olympics hosted at the Ocoee River.

The sponsorship opportunities include the following:

- Medal Count fixed ad, 2 sponsors - \$10,000
- Winter Highlights, believe there are 4 sponsors - \$6,500
- Homepage Takeover, 16 available (1 per day of Olympics 2/6-21) - \$2,500

L McClary met with Jess Raby at WDEF/ChartLocal who manages Chamber digital media and the digital media campaign we've also coordinated with ORRED funds previously. She feels the Winter Highlights package (with modifications to the logo used) may be the best option.

- Motion to purchase the "Winter Highlights Package" and route traffic to the Chamber's "Raft Now" site by R. Cooke
- Seconded by W Mayer
  - Motion passes with L McClary recused

### **3. Other Business**

- Next subcommittee meeting set for January 22, 2026, at 10:00 am central
- S Page asked the board to agree to add a full board meeting to the planned subcommittee meeting on behalf of Chairman Howell and Senator Fleishmann
  - i. Chairman Howell and Senator Fleishmann are working to get federal funds earmarked to reimburse TDEC for the repair of the Roger's Branch Put In Ramp
  - ii. Estimated cost between \$2 and 4 million to replace the middle main ramp at Ocoee River State Park.

Adjournment 10:05 a.m. Central Time / 11:05 a.m. Eastern Time