



Ocoee River Recreation and Economic Development Fund Board

February 3, 2026 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, Lynne McClary, Carlo Smith, Whitney Mayer, Ryan Cooke

1. Public Comment

- none

2. Approval of Past Meeting Minutes

- Noted correction required:
 - December 19 minutes – Motion to elect Whitney as Chair required clarification regarding who made the motion.
 - Clarification provided that prior discussion regarding stopping additional funding and drawing down activity was discussion only and not a formal motion.
 - Motion to approve minutes with above changes added by R Cooke
 - Second by A Giansante
 - Approved unanimously

3. Future Marketing Event Planning

- Vendor Cost Comparison (Ad Hoc/Website Services)
- Additional service list previously provided by Liquid Spark.
- Request made to compare services and pricing with other companies.
- Three companies were contacted for informal cost comparisons.
- Estimates were described as:
 - High-level/ballpark figures
 - Not directly comparable (“not apples to apples”)
 - Dependent on scope clarity and content availability
- Vendors indicated costs fluctuate significantly depending on whether new content must be created.

- Some services could potentially be handled internally.

4. Survey Results

- Survey responses distributed for review.
- Detailed discussion deferred pending review.

5. Sponsorship Approvals

Gravel Grinder

- Sponsorship Level: Award Sponsor – \$2,000
- Benefits: Banner placement on Gravel Grinder website to increase awareness of Ocoee River.
- Motion to approve \$2000 Gravel Grinder Event Sponsorship banner to say “Ocoee River”
- Second by W Mayer
- Passed 4–1

Black Bear Rampage

- Sponsorship Level: Single Event Title Sponsor – \$3,000
- Benefits: Banner placement on the race website with Ocoee River logo and link; potential for a booth presence at the event.
- Motion to approve “single event title sponsorship” for \$3000 by R Cooke
- Second by L McClary
- Passed 4–1
- **Logistics:** Banner and booth materials handled by the event organizers; the board will provide necessary logos and content.
- **Additional Notes:**
 - Discussion of potential partner companies to co-sponsor at a lower level.
 - Booth participation could include distributing materials, providing information about the area, and raising awareness of Ocoee River without requiring state employees to staff it.

6. Promotional Strategies

- Booth Opportunities:
 - Could use static displays or table materials (visitor guides, maps, promotional content) to educate attendees about Ocoee River and regional attractions.
 - Angelo Giansante highlighted potential engagement opportunities at races for families and teenagers.
- Marketing Philosophy: Board emphasized that these sponsorships serve as cost-effective advertising and community engagement

7. Future Marketing & Events

- Women in Travel Summit (Chattanooga, end of May):
 - Opportunities may exist for leading expeditions for conference attendees or participating during the summit.

8. Consultant Selection & Coordination

- J Veal to create board requirements email and share for the board to review.
- She will then gather a list of 2–3 candidates and share with the board.
- Each board member to review candidates individually and provide feedback.
- The board will vote to hire a consultant; only one person (e.g., the chair) will coordinate direct communication with candidates to streamline the process.

9. Next subcommittee meeting set for 3/4/26 at 10:00 am Eastern Time

Adjournment 12:00 p.m. Central Time / 1:00 p.m. Eastern Time