



**Ocoee River Recreation and Economic Development Fund Board
Marketing Subcommittee
April 2, 2026 Meeting Minutes**

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

**Virtual via Teams
Hiwassee Scenic River State Park
404 Spring Creek Road
Delano, TN 37325**

Roll Call:

In attendance: Angelo Giansante, Lynne McClary, Carlo Smith, Whitney Mayer, Ryan Cooke

1. Public Comment

A. Marketing & Sponsorship Update

March Madness sponsorship billboard campaign.

- Launch: Initially ran mid-March with updated content shortly after.
- Updated creative includes:
 - “Rapid Champions” messaging (or similar phrasing)
 - Olympic green color scheme
 - Upper river footage
- Duration: Running through early April
- Frequency: Approximately **1,200 plays per day**
- Placement: Both northbound and southbound traffic
- Total estimated plays: ~50,400
- Estimated impressions: ~6.8 million+
- Increase in traffic to the Raft Now page on the Chamber website.
- Notable spike observed around March 21 (possible correlation with travel or congestion, though not confirmed).

Initial quotes cost \$7,900 but negotiated to \$7,400. Invoice to be shared with S Page for reimbursement.

Motion made by C Smith to approve Polk County Chamber’s sponsorship plan with reimbursement for \$7,400 spent on March Madness sponsorship.

Second by A. Giansante

L. McClary recuses

Motion passed unanimously

- B. No water is available to purchase in June or July. Days are still available for the upper but it's more cost prohibitive.
 - Full ORRED board needs to address negotiating contract with TVA regarding water usage
 - Consider creating a subcommittee to sit in on negotiations with TVA
 - A. Giansante to find out who and when negotiations will happen
- C. Website discussion
 - Consensus reached to maintain existing social media accounts and scheduled content without interruption
 - No changes to link structure at this time
 - Ensure A. Giansante and designated staff receive full administrative access credentials for all social media platforms.

Motion made by R. Cooke to redirect thecooeeriver.com URL to 401 page (taken down) effective immediately and to continue for one month or until a decision is made to continue to pay annual fees for site and social media including domain name for 10 years.

Second by A. Giansante

Motion passed unanimously

2. Future Marketing Event Planning

- A. Pirate Day, Independence Day, float parade, 30th Olympic Anniversary

3. Polk County Chamber Funds

- A. Historically the board has given the Polk County Chamber funds to advertise on behalf of the Board.

Motion made by R. Cooke to fund Polk County Chamber for \$9,995 plus up to \$10,000 additional funding for chamber approved projects in addition to the \$7,500 billboard.

Second by A. Giansante/W. Mayer

L. McClary recuses

Motion passed unanimously

4. Other Business

- A. Need to contact Chris Kavanaugh as winning consultant and designate point-of-contact for consultant communications
- B. Coordinate internally to ensure proper onboarding and notifications for payment within Edison system.
- C. River Clean-Up Event – sponsorship and planning
 - i. No formal approval for event expansion.
 - ii. Band funding remained unresolved. Some members supported removing cover charge to improve attendance.
 - iii. Others opposed use of public funds for entertainment purposes.

Motion made by R. Cooke for Ocoee River State Park to order 250 Nalgene bottles with Ocoee River branding/logo for river clean up volunteers.

Second by L. McClary

A. Giansante recuses

Motion passed unanimously

- Next subcommittee meeting is set for May 5, 2026 at 10am Eastern

Adjournment: 12:25pm Central Time /1:25pm Eastern Time