

**Ocoee River Recreation and Economic Development Fund Board
Marketing Subcommittee**

May 5, 2026 Meeting Minutes

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

Virtual via MS 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

1. Approval of Minutes

Motion made by L McClary to approve meeting minutes from March 4th, 2026 & April 2nd, 2026.

Second by A. Giansante

Motion passed unanimously

2. Public Comment

A. None

3. Marketing Consultant Introduction

- A.** Discussion centered on scheduling an introductory meeting with the newly approved marketing consultant, Chris Kavanaugh. Members agreed that an in-person meeting would be preferable if feasible.
- B.** Potential meeting dates discussed included May 13 and May 19.
- C.** The consultant's role will focus on helping the subcommittee develop a strategic marketing framework rather than directly implementing marketing campaigns.
- D.** Angelo to coordinate scheduling with the consultant.
- E.** Proposal to be distributed/reviewed by board members prior to the meeting.

4. Documentary Discussion

- A.** Kip introduced a proposal to develop a documentary highlighting the history, significance, and future of the Ocoee River.
- B.** S Vansandt and a local production team presented the concept.
- C.** The documentary would focus on:
 - The history of the Ocoee River.
 - Olympic whitewater heritage.
 - River conservation efforts.

- Community and economic impacts.
- Future stewardship and recreation.
- D. Strong support was expressed by committee members.
 - Members emphasized the importance of avoiding promotion of specific outfitters.
 - Maintaining historical accuracy and neutrality.
 - Including a diverse range of interview subjects.
 - Highlighting both historical and current perspectives.
- E. Significant discussion focused on:
 - Ownership of the finished documentary.
 - Usage rights for outfitters, tourism organizations, and the State.
 - Distribution through websites, social media, YouTube, festivals, and public screenings.
 - Lessons learned from prior website ownership and control issues.
- F. Consensus was reached to seek legal guidance regarding ownership rights, distribution rights and public screening permissions before proceeding further.

5. Future Marketing Event Planning

- A. Purchasing Liquid Spark Image Rights
 - Members reviewed costs associated with extending usage rights for certain assets:
 1. Approximately \$2,880 for an additional two-year print and broadcast license.
 2. Approximately \$7,200 for perpetual print and broadcast rights.
 - Members decided on no immediate purchase of additional licensing rights and that a review of the current asset library will be carried out to create a clean, unrestricted, shared, asset library.

6. Other Business

- A. America 250 / Veterans Rafting Event
 - Current concept involves offering complimentary rafting opportunities to veterans on July 5.
 - Angelo to coordinate promotional efforts.
- B. Per Jenni Veal, cycling, especially gravel riding, is becoming increasingly popular. This may be a good way to promote whole area.
- C. L McClary is providing 250 visitor guides to the Black Bear Rampage Event for swag bags
- D. L McClary also proposed that new swag material be designed and ordered to

be ready for future events.

- Water bottles, stickers, ChapSticks, sunscreens, sanitizers, & bags all with Ocoee River logo were considered for ideas

E. Potential future representation from the Tennessee Department of Tourist Development on the subcommittee was discussed.

Next subcommittee meeting is set for May 13, 2026, at 1:00 pm Eastern

Adjournment: 11:55pm Central Time /10:55pm Eastern Time