



***South Central Tennessee Tourism Association Quarterly Meeting
Minutes from January 12th, 2021***

Call to order - Chairman Simmons

Take Attendance (recorded attendance on attachment)

Approval of Minutes from October - Passed

Financial Report:

- ***Ryan French discussed the CARES Act Reimbursement and explained that it has been fulfilled by the state. SCTTA used \$24,000 of the allotted \$25,000.***

Executive Directors Report:

- ***An overview was provided of how the CARES Act dollars were used and what can be done with the equipment moving forward.***
- ***Results from the digital marketing campaign from December's "State Parks" efforts were presented.***
- ***Brad Simmons and Ryan French spoke about changes coming to the SCTTA and Jack Geocaching trails in 2021 and 2022.***
- ***Ryan discussed a t-shirt give-a-way that netted over 17,000 new email addresses for SCTTA. Winners were picked through the month and shirts were mailed out. In May a "Spring Editions" campaign is scheduled.***
- ***2021 Marketing Grant was awarded for \$30,000.***
- ***Ryan discussed the Become a Tennessean and Downtown Tennessee programs. SCTTA will be applying for a grant through the Small Business Administration with the SCDD.***
- ***Request for Funding Packets went out to Mayors, follow-up letters to finance offices will follow.***

Attendance Log

<i>County</i>	<i>Board Member</i>	<i>P</i>	<i>NP</i>	<i>REP</i>
<i>Bedford</i>	<i>Rodney Simmons</i>	<i>_x_</i>	<i>___</i>	<i>___</i>
<i>Coffee</i>		<i>___</i>	<i>___</i>	<i>___</i>
<i>Franklin</i>	<i>Kayla Doney</i>	<i>_x_</i>	<i>___</i>	<i>___</i>
<i>Giles</i>	<i>Olivia Officer</i>	<i>_x_</i>	<i>___</i>	<i>___</i>
<i>Hickman</i>	<i>Mandy King</i>	<i>_x_</i>	<i>___</i>	<i>___</i>
<i>Lawrence</i>	<i>Ryan Egly</i>	<i>___</i>	<i>___</i>	<i>_x_</i>
<i>Lewis</i>	<i>Debbie Landers</i>	<i>_x_</i>	<i>___</i>	<i>___</i>
<i>Maury</i>	<i>Erin Jagers</i>	<i>_x_</i>	<i>___</i>	<i>___</i>
<i>Moore</i>	<i>Woodye Bedford</i>	<i>_x_</i>	<i>___</i>	<i>___</i>
<i>Perry</i>		<i>___</i>	<i>___</i>	<i>___</i>
<i>Wayne</i>	<i>Christine Chapman</i>	<i>_x_</i>	<i>___</i>	<i>___</i>

P - Present

NP - Not Present

REP - Representative Attended