

**COMMITTEE OF 100
MINUTES**

DATE: March 14, 2019

Meeting called to order: The March 14, 2019 meeting of the Committee of 100 was called to order at 12:00pm by Ron Jordan at The Venue at Lenoir City. Lunch was provided by Cracker Barrel in Lenoir City.

Invocation: Devin Phillips gave the prayer and the Pledge of Allegiance was led by Doug Davis.

There were 115 members and guests standing. Several prospects members/guests introduced themselves.

MINUTES APPROVED: Motion was made by Jeffrey Feike to approve the February 2019 minutes. Second by Mark Knight. Motion passed.

TREASURERS REPORT: Presented by Joel Malone. Year to date Summary Balance \$19,402.38, Deposits: (Dues) \$1072.70, Expenses: (Lunch) \$533.66, (Meeting Rental) \$310.08. Bridge Project Balance \$1725.06. No deposit or expenses. Shauna Oden made a motion to except the treasurer's report. Second by Tony Gibbons. Motion passed.

COMMUNITY UPDATES & ANNOUNCEMENTS:

- Lenoir City – Mayor Tony Aikens: March 15th is the ground breaking ceremony at the Old Utility Building for the new distillery. It may be November before HWY 321 traffic light signalization is synchronized. Lenoir City Downtown Streetscape is planned to start April 1.
- Loudon City – Mayor Jeff Harris: March 23 is Spring Fest to include the seasonal grand opening of Tic-Toc. Loudon Theatre will host bands every Saturday night throughout the summer. CASA run, Pinwheels for Prevention” is April 4. It will have a superhero theme. The new city hall is halfway complete. The new restaurant, Taste of Texas, is in the Romeo's old location.
- The Venue – Allison Sousa: April and May are busy for The Venue with proms, weddings, corporate events, and fundraisers. The Foothills Craft Guild is April 23rd 12-6 and 24th 9-6, cost \$5. April 9 is an open house in conjunction with the Loudon County Chamber of Commerce's Business After Hours.
- Loudon County - Mayor Buddy Bradshaw: April 10th is Loudon County High School's Special Olympics beginning at 830AM. To donate or volunteer, contact Donald Webb 865-850-9355.
- Loudon County Chamber – Bob Elliot: The Taste of Loudon County Expo at The Venue at Lenoir City on March 1 had approximately 522 people and over 60 vendors. April 12 is the Avalon Golf Tournament. To be a sponsor contact Clayton Pangle at vcp@att.net. Rodney Grugan will take the role of the Loudon County Chamber of Commerce President on June 1, 2019.

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SPECIAL FEATURE:

- Mark Ezell - State of Tennessee Tourism Commissioner:
 - Tourism is the 2nd leading industry in Tennessee
 - Tennessee is the fastest growing state with international travel
 - Tennessee Tourism's 5 year goal is to be the #1 non-beach tourism destination
 - \$1.8 billion of Tennessee's revenue last year from tourism. A 7th or 8th of sales tax goes to the coffers.
 - Loudon County is #29 out of the 95 counties with visitor expense, meaning people spend their money in Loudon County
 - Retirees visit 5-6 times before moving to Tennessee
 - Talked about branding "Lakeway to the Smokies" and "LoCo" for the Loudon County area to attract more visitors.
 - Ken Burns is expected to do a 16 hour series in Bristol with 75% of it covering Tennessee.
 - Tennessee Tourism is dedicated new resources to help rural cities considered distressed and at risk, with tourism to help bring people to their counties.

Motion to adjourn by John Evans. Second by members standing.

MEETING ADJOURNED by Ron Jordan 1pm.

SUBMITTED BY: Heather Phillips, Secretary