

Special Called City Council Workshop Minutes

Special Called Meeting: May 18, 2023

Place: Shelbyville Recreation Center, 220 Tulip Tree Road

Call to Order: 12:30 PM, Mayor Randy Carroll

The following were present: Councilmember William Christie, Councilmember Henry Feldhaus, Councilmember Marilyn Ewing, Councilmember Stephanie Isaacs, and Councilmember Bobby Turnbow. Also, in attendance were City Recorder Lisa Smith, City Manager Scott Collins, and City Attorney Ginger Shofner. Councilmember Gary Haile was absent.

Presentation on Tourism: City Manager Scott Collins welcomed Ryan French, Tourism Regional Director with South Central Tennessee Tourism Agency to give a presentation. French first reviewed some work that had been done with a previous agreement with the Council such as the buildout of a Tourism Website, a Marketing Kit with Branding and a Marketing Plan. He noted there was a branding study with two versions being created Whiskey, History & Horses and Experience Shelbyville. There were several photo shoots, media buys and advertising. He noted there were 55 articles written to share Shelbyville's narrative. He continued noting items that were done on places in the County.

He advised he was not here to request any funds and they would work with whomever is appointed to work on Tourism for the City. French then went over some information on Grants for Tourism and advised that the Shelbyville Bedford Partnership is currently designated the DMO (Designated Marketing Officer) as well as the Bell Buckle Chamber of Commerce. He noted this means any grant funds and efforts are divided. He stated that all Tourism Grants are awarded by Counties and divided equally by DMOs. He further reviewed his recommendation which is to establish a CVB, which is a 501C, and make tourism a joint effort and share the costs.

Announcements: City Recorder Smith stated she was working on dates for Budget Workshops and she was looking for feedback on the dates of May 31st and June 6th starting at 11 or noon.

Adjourn: With no further items of business Mayor Carroll adjourned the meeting at 1:19 PM.

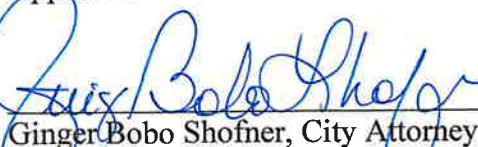
Approved:


Randy Carroll, Mayor

Attest:


Lisa Smith, City Recorder

Approved as to Form:


Ginger Bobo Shofner, City Attorney