

**Russell County Tourism Advisory Committee (T.A.C.)  
Committee Meeting Minutes  
June 21, 2022; Pat's Diner 5:30pm**

**Committee Members**

Jennifer Chumbley, Chair  
Alice Meade, Vice Chair  
Maddie Gordon  
Carley Bruck

**TAC Coordinator, Shiloh Lyttle**

**Ex-Officio: Jim Lyttle**

**Staff**

N/A

**Attendance from the Public:** Janice Halsey

**Call Meeting to Order:** Jennifer Chumbley called the meeting to order at Pat's Diner at 5:30pm on June 21, 2022.

**Approval of Minutes:**

A motion was made by Alice Meade to approve the May 2022 meeting minutes with changes to the date of the next meeting to June 21<sup>st</sup>, and the spelling of Carley Bruck. The motion was properly seconded by Jennifer Chumbley and the motion carried.

**Additions to the Agenda/Open Comments:**

A motion was made by Alice Meade to approve the June 2022 agenda. The motion was properly seconded by Maddie Gordon and the motion carried.

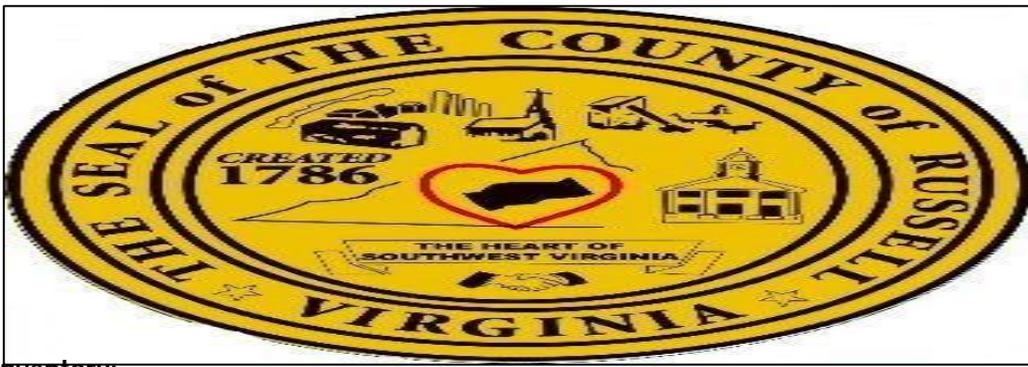
**OLD BUSINESS:**

**Treasurer's Report**

Shiloh Lyttle advised that the budget is not complete so there is not a copy of the Treasurer's Report available.

**Event Updates:**

Shiloh Lyttle gave the TAC an update on Cedar Fest and Clinch River Days. Shiloh set up a committee booth at both events.



**Asset Inventory:**

Shiloh Lyttle advised the committee to turn in their asset inventory for their district and she sent an email to each member to complete.

**Presentation: Scott Bowen – Clinch River State Park**

Scott Bowen, the Park Manager for The Clinch River State Park, gave an update on land acquisition and projects for the park.

**Community Presentations:**

Jim Lyttle spoke to the committee about continuing with the videos and the community presentations to each community like he and Heather did previously, and Jeff Hess along with Jim Lyttle went to schools to give presentations. Danny Altizer and Jim Lyttle agreed to go to the schools again this year and do those presentations.

**Upcoming Events:**

Independence Day Celebration for each town Lebanon, Cleveland, Honaker

Big Rig Event in Lebanon on July 29<sup>th</sup> & 30<sup>th</sup>

Russell County Fair September 4<sup>th</sup> – 10<sup>th</sup>

**Brochures/Quotes/Drafts:**

Shiloh and Jennifer went over the brochure meeting they had with the committee, including picture changes and business changes. Shiloh has two quotes for the brochures and Clinch Valley Printing is cheaper, ten thousand brochures will be \$2222.00. Jim advised we are supposed to provide these to the distribution for the welcome centers.

**Stickers Design Competition:**

Shiloh Lyttle discussed a sticker contest, which will be approximately \$1.00 per sticker with great promotion; she did get quotes on 3- inch or 5-inch stickers. The committee discussed allowing the art departments at Russell County Schools as well as homeschoolers to participate in the competition to design the sticker for tourism. Previously for our logo we allowed the art departments to come up with design and then voted on it and gave a \$100 prize, with the committee reserving the right to make changes. Carley suggested we get stickers of our logo as well.

**Rack Cards:**

Committee went over the rack cards and pricing and will begin to work on them soon.

**Subcommittees:**

Shiloh Lyttle went over the new subcommittee categories and members.

**Website/social media update:**

Shiloh has updated the website and has made corrections to the social media and will be adding events and pictures online.

