
Anderson County Board of Commissioners

6:00 P. M.

Courtesy Resolutions/Proclamations, Presentations

Resolution – Honoring Chief Richard Parker

Public Hearing – Rezoning at 120 Old Tacora Hills Road, Clinton, TN Parcel 084.04 & 084.08, Tax Map 081 from R-1-S (Residential District) to R-1 (Suburban-Residential District).

Public Hearing - Rezoning at 700 Sulphur Springs Rd., Clinton, TN, Parcel 083.01, Tax Map 073 from R-1 (Suburban-Residential District) to A-2 (Rural-Residential District),

6:30 P.M.

Consent Agenda

Monday, November 20, 2023

1. Approval and corrections of October 16, 2023 County Commission Minutes

2. Approval of Notary and Bonds

3. Committee Reports

- Legal Services Advisory Committee Minutes (11/2/23)
- Anderson County Tourism Council Minutes (10/8/23)
- Anderson County Employee Insurance BOT Minutes (10/18/23)
- Human Trafficking Taskforce Minutes (8/24/23)

**Respectfully Submitted,
H. Tyler Mayes, Chairman**

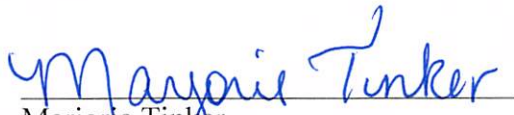


ANDERSON COUNTY GOVERNMENT

Legal Notice of Public Hearing

Published in Compliance with TCA § 13-7-105 (b)

The Anderson County Board of Commissioners will hold a Public Hearing on November 20, 2023 at 6:00 PM in Room 312 of the Anderson County Courthouse, 100 N. Main Street, Clinton, Tennessee, to consider an amendment to the "Anderson County Zoning Resolution" to include the rezoning of the property at 120 Old Tacora Hills Road, Clinton, Parcel 084.04 & 084.08, Tax Map 081 from R-1-S (Residential District) to R-1 (Suburban-Residential District). A copy of the proposed zoning amendment is available at the Office of Planning & Development, Room 127 at the Courthouse.


Marjorie Tinker
Anderson County Building Commissioner

WHEREAS, the Anderson County Regional Planning Commission has reviewed and made recommendations regarding the proposed amendment of the "Zoning Resolution of Anderson County, Tennessee," in accordance with Tennessee Code Annotated § 13-7-105 (b).

NOW, THEREFORE, BE IT RESOLVED that the Anderson County Board of Commissioners does hereby amend the Anderson County Zoning Resolution.

This resolution shall take effect immediately after its notification and passage, the public welfare requiring it.

Tyler Mayes, Chairman

ATTEST:

Jeff Cole, County Clerk

DATE: _____

Anderson County Board of Commissioners
Anderson County, Tennessee

RESOLUTION NO. 23-11-1130

A RESOLUTION AMENDING THE “ZONING RESOLUTION OF ANDERSON COUNTY, TENNESSEE” BY REZONING PARCEL 084.04 & 084.08; ANDERSON COUNTY TAX MAP 081 FROM R-1-S (RESIDENTIAL DISTRICT) TO R-1 (SUBURBAN – RESIDENTIAL DISTRICT)

WHEREAS, the Anderson County Commission, in accordance with Section 13-7-105 of the Tennessee Code Annotated, may amend the zoning resolution and the “Zoning Map of Anderson County, Tennessee”; and

WHEREAS, the Anderson County Regional Planning Commission has forwarded its recommendation to the Anderson County Commission regarding the amendment to the “Zoning Map of Anderson County, Tennessee.

NOW, THEREFORE, BE IT RESOLVED by the Anderson County Board of Commissioners of Anderson County, Tennessee, meeting in regular session on the 20th day of November, 2023, in Clinton, Tennessee, that:

SECTION 1. The Zoning Map of Anderson County, Tennessee, is hereby amended by rezoning Parcel 084.04 & 084.08; Anderson County Tax Map 081 from R-1-S (Residential District) to R-1 (Suburban-Residential District). Said territory located at 120 Old Tacora Hills Road, Clinton; and being more clearly defined by the attached map that is made part of this resolution.

SECTION 2. This resolution shall be effective from and after its passage and publication, as required by Section 13-7-105(b) of the Tennessee Code Annotated, the public welfare requiring it.

ADOPTED this _____ day of _____, _____.

Tyler Mayes, Chairman

Terry Frank, County Mayor

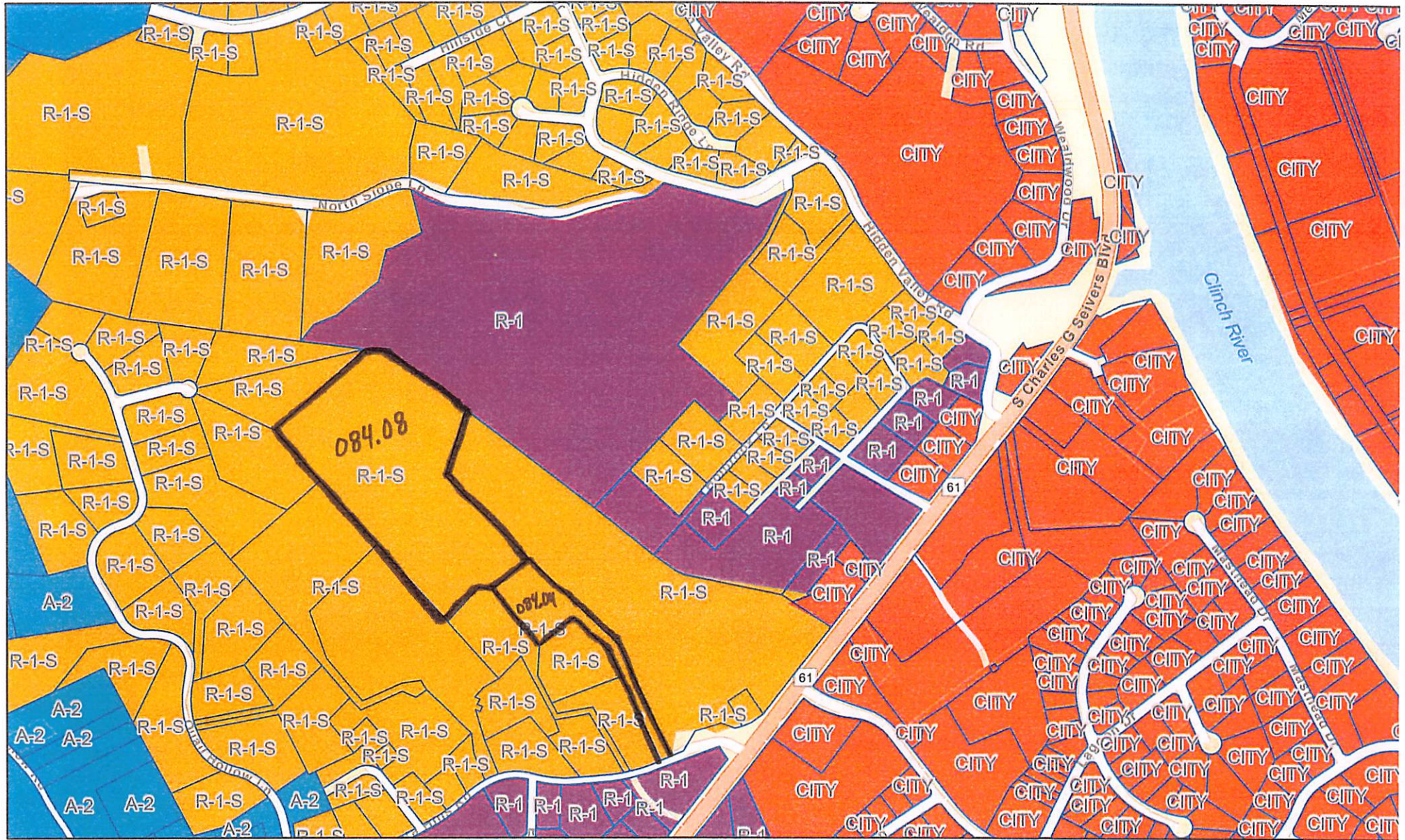
Public Hearing Held: _____

Resolved and Approved: _____

ATTEST:






Jeff Cole, County Clerk

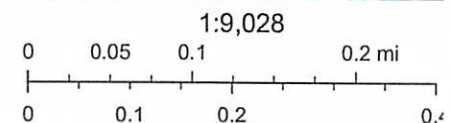
Old Tacora Hills Rd



10/16/2023, 1:51:35 PM

Zoning

	R-1		Parcels
	CITY		R-1-S
	A-2		County Boundary



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ANDERSON COUNTY GOVERNMENT

Legal Notice of Public Hearing

Published in Compliance with TCA § 13-7-105 (b)

The Anderson County Board of Commissioners will hold a Public Hearing on November 20, 2023 at 6:00 PM in Room 312 of the Anderson County Courthouse, 100 N. Main Street, Clinton, Tennessee, to consider an amendment to the "Anderson County Zoning Resolution" to include the rezoning of the property at 700 Sulphur Springs Rd., Clinton, Parcel 083.01, Tax Map 073 from R-1 (Suburban-Residential District) to A-2 (Rural-Residential District). A copy of the proposed zoning amendment is available at the Office of Planning & Development, Room 127 at the Courthouse.

Marjorie Tinker
Anderson County Building Commissioner

WHEREAS, the Anderson County Regional Planning Commission has reviewed and made recommendations regarding the proposed amendment of the "Zoning Resolution of Anderson County, Tennessee," in accordance with Tennessee Code Annotated § 13-7-105 (b).

NOW, THEREFORE, BE IT RESOLVED that the Anderson County Board of Commissioners does hereby amend the Anderson County Zoning Resolution.

This resolution shall take effect immediately after its notification and passage, the public welfare requiring it.

Tyler Mayes, Chairman

ATTEST:

Jeff Cole, County Clerk

DATE: _____

Anderson County Board of Commissioners
Anderson County, Tennessee

RESOLUTION NO. 23-11-1131

A RESOLUTION AMENDING THE “ZONING RESOLUTION OF ANDERSON COUNTY, TENNESSEE” BY REZONING PARCEL 083.01; ANDERSON COUNTY TAX MAP 073 FROM R-1 (SUBURBAN-RESIDENTIAL DISTRICT) TO A-2 (RURAL-RESIDENTIAL DISTRICT)

WHEREAS, the Anderson County Commission, in accordance with Section 13-7-105 of the Tennessee Code Annotated, may amend the zoning resolution and the “Zoning Map of Anderson County, Tennessee”; and

WHEREAS, the Anderson County Regional Planning Commission has forwarded its recommendation to the Anderson County Commission regarding the amendment to the “Zoning Map of Anderson County, Tennessee.

NOW, THEREFORE, BE IT RESOLVED by the Anderson County Board of Commissioners of Anderson County, Tennessee, meeting in regular session on the 20th day of November, 2023, in Clinton, Tennessee, that:

SECTION 1. The Zoning Map of Anderson County, Tennessee, is hereby amended by rezoning Parcel 083.01; Anderson County Tax Map 073 from R-1 (Suburban-Residential District) to A-2 (Rural-Residential District). Said territory located at 700 Sulphur Springs Rd., Clinton; and being more clearly defined by the attached map that is made part of this resolution.

SECTION 2. This resolution shall be effective from and after its passage and publication, as required by Section 13-7-105(b) of the Tennessee Code Annotated, the public welfare requiring it.

ADOPTED this _____ day of _____, _____.

Tyler Mayes, Chairman

Terry Frank, County Mayor

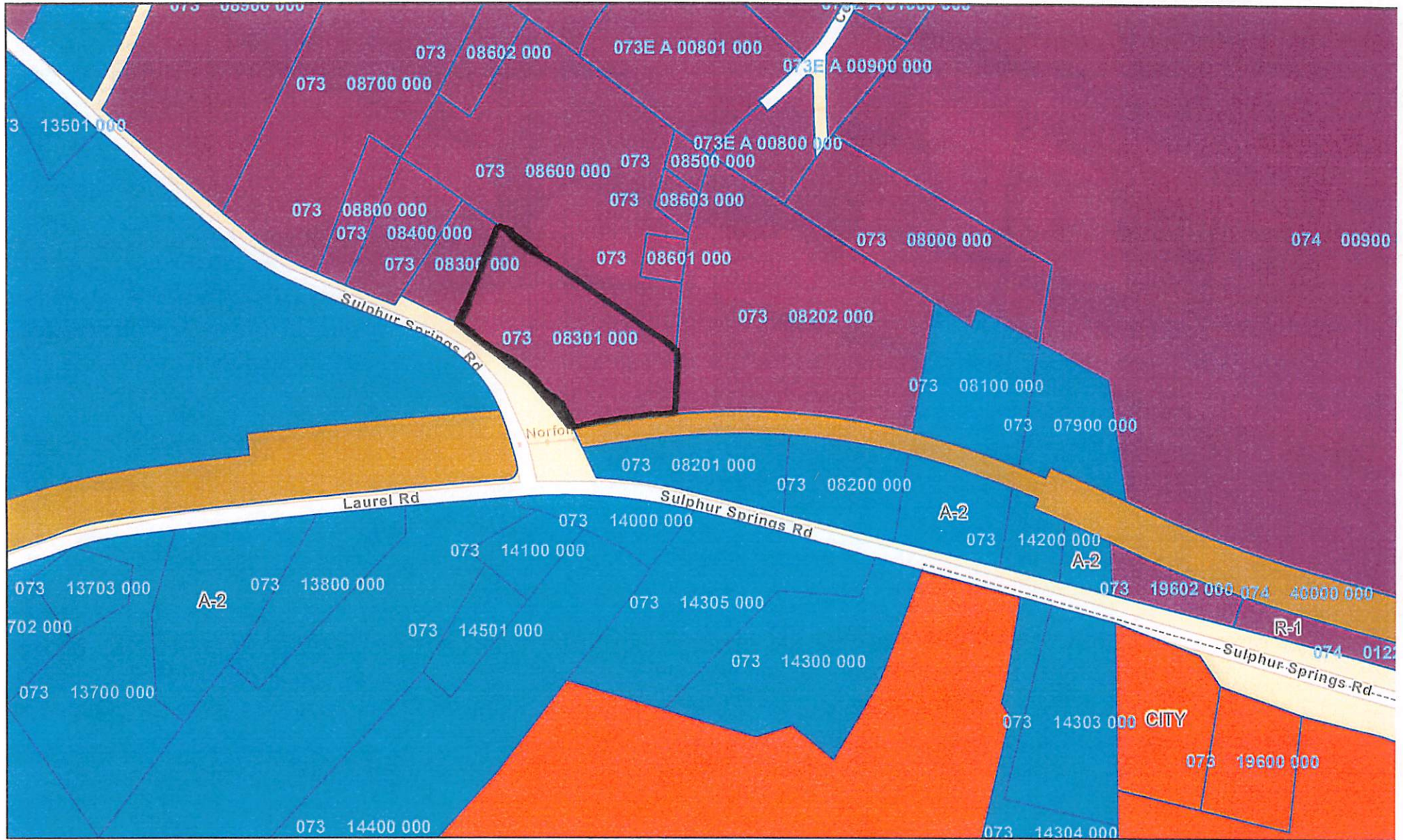
Public Hearing Held: _____

Resolved and Approved: _____

ATTEST:







Jeff Cole, County Clerk

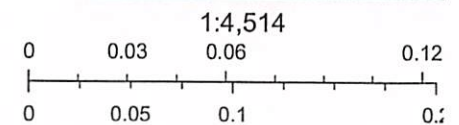
Sulphur Springs Rd



9/8/2023, 2:23:09 PM

Zoning

	R-1		Parcels
	CITY		RAILR
	A-2		County Boundary



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LEGAL SERVICES ADVISORY COMMITTEE MINUTES

November 2, 2023 @ 10:03 AM
Room 118A

Call to order by Chairman Terry Frank

Committee members present: Mayor Frank, Jeff Cole, Rex Lynch, Johnny Alley, Tim Shelton, Tracy Wandell, Sabra Beauchamp, Regina Copeland and Josh Anderson

Committee members absent: Russell Barker and Gary Long

Commissioner Wandell made a motion to approve September 14, 2023 minutes. Second by Commissioner Anderson. Motion passed.

Quarterly Report by Office of the Law Director – Pending Lawsuits and Pending Property Maintenance Cases. No Action Taken.

Pending Property Maintenance Cases report to be included in the minutes.

Commissioner Wandell made a motion that we obtain a copy of the current Policies and Procedures created by the Legal Services Advisory Committee for the office of the Law Director during inception and current Policies and Procedures. Second by Rex Lynch. Motion passed.

Jeff Cole made a motion to obtain the authorizations, agreements, record of motions for the Anderson County Law Director's Office to serve in the role of delinquent tax attorney for the municipalities. Second by John Alley. Motion passed.

Jeff Cole made a motion to obtain any other actions by County Commission pertaining to the Law Director's Office. Second by Commissioner Anderson. Motion passed.

Rex Lynch made a motion that we come back to this committee within 45 days with a written opinion from CTAS whether this Resolution No. 23-11-1133 is in conflict with the Private Act. Second by Regina Copeland. Motion passed.

Commissioner Wandell made a motion to have the Law Director provide a legal opinion and recommendation for all the various departments we need a determination on employee of record. Second by Rex Lynch. Motion passed.

The next meeting will be December 7, 2023 at 10:00 a.m. in room 118A. Second by Commissioner Wandell. Motion passed.

With no other business, the meeting adjourned at 11:10 a.m.



Anderson County Tourism Council
Board of Directors Meeting
October 18, 2023
at Holiday Inn Express

Call to Order: Meeting was called to order by Maria Hooks, Chairperson

Members Present: Maria Hooks, Beth Hickman, Rick Meredith, Katy Watt, Brent Galloway, Amanda Bridges, Jason Brown, John Meyer, Jimmy Taylor, Charlie Smith, Katherine Birkbeck, Serena Satterfield and Stephanie Wells

Members Absent: Lisa Shirey, Tim Isbel, Terry Frank, Michael Foster and Christine Michaels

Approval of Minutes: A motion was made by Katy Watt and seconded by Amanda Bridges to approve the July 2023 minutes. Motion passed.

Financial Report: A motion was made by Rick Meredith and seconded by Brent Galloway to approve the Final FY 2023 Financial Report and the FY 2024 Quarterly Financial Reports. Motion passed. Reports attached.

Old Business/New Business

- A motion was made by Katy Watt and seconded by Beth Hickman to transfer \$100,000 from the Tourism Fund Balance to operating expense for the TDTD Tourism Enhancement Grant. Motion passed.
- Director Wells presented the ACTC Enhancement Project Request from the City of Norris. The request was tabled until the next meeting so that Director Wells could get clarification on the projects from the City of Norris.
- A motion was made by Katy Watt and seconded by Katherine Birkbeck to approve the FY 2024 Advertising Budget and ARPA Spending Plan. Motion passed.
- A motion was made by Amanda Bridges and seconded by Brent Galloway to approve the 2024 meeting schedule which is January 9th, April 2nd, July 23rd and October 1st. Motion passed.

Executive's Report, given by Stephanie Wells

- The Quarterly Website Visitation and Social Media Report was presented with the disclaimer that the AdventureAnderson.com website has been switched over to Google 4 Analytics. The new platform started tracking website performance on February 18, 2023 with different metrics than the previous platform. Therefore, you can not compare year-over-year data. Regardless, the website has 107,006 users from February 18, 2023 to September 30, 2023. The new platform does report organic social acquisition which was 28,817 users for the same time period. Another interesting data point to report is that 78% of the website users are accessing the site from a mobile device. The Facebook and Instagram Report is for January 1, 2023 to September 30, 2023 and reflects that 1.04 million users were reached through Facebook and 113,666 through Instagram. See the complete attached report for more information.
- Wells reported that during the next quarter, the Tourism Council will be working on the Day-Trip Campaign with the cities, gathering video and photography content for the spring campaign, writing content for the new spokesperson campaign, legislation to allow ATVs on Highway 61 in Oliver Springs, the Norris Freeway Scenic Byway grant and signage and developing the 2024 content calendar.
- A Placer report comparing calendar year 2019 to calendar year 2022 was reviewed and showed a 9% increase in visitation to Anderson County. Report Attached.
- Wells presented the 2022 TDTD Tourism Economic Impact Report for Anderson County with the board, pointing out that direct visitor spending was \$180.8 million which is a 13% increase over 2021 and that every household in Anderson County saved \$578 in taxes in 2022 because of tourism. Anderson County is #16 out of 95 counties in economic impact.
- Wells reported that the AdventureAnderson.com website is undergoing updates in addition to revamping the event page and adding a Group Sales page.

- The board discussed the TDTD Music Pathway Marker reveal for Dean Dillion. Wells was appreciative of everyone that helped to make that event a success and that attended. She coordinated the event with the state based on the availability of Mr. Dillion. The event was regarded as a success especially considering the limited planning time. The marker information has been added to the adventureanderson.com website. w
- Wells reported that a faith based film production company has been filming in the Briceville/New River area and has plans to film more movies in that area.
- The Norris Lake Cleanup was conducted on September 16th and launched from Anderson County Park and Shanghai Marina. Collectively, there were 75 volunteers that picked up 11,260 pounds of trash including large barrels, houseboat floats, Styrofoam, a plastic storage unit, a semi truck tire and a microwave.

Adjourn: A motion was made by Amanda Bridges to adjourn the meeting.

Respectfully Submitted By: Stephanie Wells, Secretary/Executive Director

Anderson County Tourism Council

FY 2024 Revenues

Month	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	Difference FY23-24
July	\$44,642.72	\$32,206.59	\$53,571.31	\$67,672.08	\$82,727.14	\$14,100.77
August	\$33,517.36	\$27,151.40	\$63,369.03	\$55,332.20	\$47,435.29	-\$8,036.83
September	\$32,538.64	\$30,404.33	\$50,814.77	\$60,265.72		
October	\$39,950.65	\$35,054.20	\$52,212.49	\$66,842.97		
November	\$29,271.91	\$26,576.11	\$57,587.57	\$53,733.92		
December	\$25,460.57	\$22,471.76	\$52,222.53	\$41,824.01		
January	\$18,603.39	\$30,964.83	\$35,871.23	\$38,234.76		
February	\$26,901.92	\$30,652.36	\$30,366.54	\$38,658.74		
March	\$24,229.62	\$43,680.13	\$34,285.50	\$51,032.04		
April	\$7,970.73	\$47,765.56	\$52,127.11	\$52,126.48		
May	\$26,298.62	\$48,454.06	\$58,511.07	\$73,530.95		
June	\$34,494.12	\$48,583.42	\$58,626.69	\$59,416.58		
Misc				-\$48,583.42		
Total	\$343,880.25	\$423,964.75	\$599,565.84	\$610,087.03	\$130,162.43	\$6,063.94
Percentage of Change	-15.12%	19%	29%	2%	4.66%	

Anderson County Tourism Council

FY 2023 Financial Report-Final

Revenues

Account Number	Description	Budget	Actual Revenues	Balance	% of Budget
128-40220	Hotel Motel Tax	577,390.00	550,670.19	26,719.81	95.37%
128-34535	Transfers from Fund Balance	50,000.00	50,000.00	0.00	
128-44110	Interest Earned		4,821.00		
128-40220	Surplus Materials and Supplies		53.60		
128-44170	P-Card Rebate		695.18		
128-46980	State Grants	30,000.00	29,999.75	0.25	100.00%
128-46980	State Grant-TDOT	9,500.00	9,500.00	0.00	100.00%
128-46980	State Grant-Three Star	17,500.00	25,444.00	-7,944.00	145.39%
Total Revenues		684,390.00	671,183.72	18,776.06	98.07%

Fund Balance

Account Number	Description	Beginning Balance	Transfer to Operational	Balance
128-34535	Fund Balance	455,539.67	-50,000.00	405,539.67
128-34635 SDAG	Restricted Fund-State Grant-ARPA	0.00	188.90	188.90
128-34785	Capital Projects	200,000.00		200,000.00

Expenses

Account Number	Description	Budget	Actual	Balance	% of
128-58110 105	Director	66,004.00	65,751.92	252.08	99.62%
128-58110 162	Clerical	113,045.00	58,696.03	54,348.97	51.92%
128-58110 201	Social Security	11,470.00	7,226.51	4,243.49	63.00%
128-58110 204	State Retirement	8,409.00	6,596.71	1,812.29	78.45%
128-58110 206	Life Insurance	168.00	172.50	-4.50	102.68%
128-58110 207	Medical Insurance	15,720.00	15,720.00	0.00	100.00%
128-58110 208	Dental Insurance	572.00	571.44	0.56	99.90%
128-58110 209	Short Term Disability	715.00	407.19	307.81	56.95%
128-58110 210	Unemployment Comp	168.00	69.09	98.91	41.13%
128-58110 212	Employer Medicare	2,683.00	1,690.05	992.95	62.99%
128-58110 302	Advertising	207,000.00	188,499.05	18,500.95	91.06%
128-58110 302 2000	Advertising-State Grant	60,000.00	59,999.50	0.50	100.00%
128-58110 302 4000	Advertising-Move to Anderson	3,000.00	3,000.00	0.00	100.00%
128-58110 302 3STA	Three Star Grant-Brochure	4,500.00	4,500.00	0.00	100.00%
128-58110 307	Communication	500.00	0.00	500.00	0.00%
128-58110 307 0100	Cellular Communications	1,600.00	816.48	783.52	51.03%
128-58110 307 0200	Internet Communication	2,500.00	2,468.55	31.45	98.74%
128-58110 316	Anderson County Chamber	64,856.00	65,262.75	-406.75	100.63%
128-58110 320	Dues and Memberships	4,000.00	2,375.00	1,625.00	59.38%
128-581210 330	Lease Payments	0.00	0.00	0.00	-
128-58110 335	Maint and Repair-Building	7,000.00	4,615.44	2,384.56	65.93%
128-58110 338	Vehicle-Repair and Maint.	500.00	62.62	437.38	12.52%
128-58110 348	Postal Charges	1,000.00	422.19	577.81	42.22%
128-58110 348 4000	Postal Charges-Move to Anderson	1,500.00	42.49	1,457.51	2.83%
128-58110 349	Printing and Stationary	1,000.00	175.06	824.94	17.51%
128-58110 349 4000	Printing-Move to Anderson County	1,000.00	0.00	1,000.00	0.00%
128-58110 351	Rentals-Copier	1,500.00	814.04	685.96	54.27%
128-58110 355	Travel	5,000.00	2,624.34	2,375.66	52.49%
128-58110 355 4000	Travel-Move to Anderson	2,000.00	911.02	1,088.98	45.55%
128-58110 399	Other Contracted Services	12,000.00	11,364.56	635.44	94.70%
128-58110 425	Gasoline	2,500.00	1,069.14	1,430.86	42.77%
128-58110 435	Office Supplies	2,000.00	1,806.19	193.81	90.31%
128-58110 451	Uniforms	1,000.00	999.58	0.42	99.96%
128-58110 452	Utilities	4,000.00	4,152.17	-152.17	103.80%
128-58110 499	Other Supplies	1,000.00	408.15	591.85	40.82%
128-58110 502	Bldg and Content Insurance	750.00	750.00	0.00	100.00%
128-58110 506	Liability Insurance	911.00	911.00	0.00	100.00%
128-58110 510	Trustee Commission	6,485.00	6,443.16	41.84	99.35%
128-58110 511	Vehicle and Equipment Insurance	1,000.00	1,000.00	0.00	100.00%
128-58110 513	Worker's Compensation	259.00	259.00	0.00	100.00%
128-58110 524	Staff Development	1,000.00	318.00	682.00	31.80%
128-58110 599	Other	575.00	329.00	246.00	57.22%
128-58110 709	Data Processing Equipment	1,000.00	814.22	185.78	81.42%
128-58110 799	Other Capital Projects	40,000.00	37,773.31	2,226.69	94.43%
128-58110 799 TDOT	TDOT Grant-Scenic Byway	9,500.00	9,140.00	360.00	96.21%
128-58110 799 3STA	Three Star Grant-Wayfinding	17,500.00	17,444.50	55.50	99.68%
Total Expenses		688,890.00	588,471.95	100,418.05	85.42%

Anderson County Tourism Council

FY 2024 Financial Report

Revenues

Account Number	Description	Budget	Actual Revenues	Balance	% of Budget
128-40220	Hotel Motel Tax	600,000.00	130,162.46	469,837.54	21.69%
128-34535	Transfers from Fund Balance	164,500.00	164,500.00	0.00	100.00%
128-46980	State Grants	30,000.00		30,000.00	0.00%
128-46980 ENGR	State Grant-Enhancement	200,000.00		200,000.00	0.00%
128-47590 ARPA	State Grant-ARPA	84,404.00		84,404.00	0.00%
128-40220	Surplus Materials and Supplies			0.00	
Total Revenues		1,078,904.00	294,662.46	784,241.54	27.31%

Fund Balance

Account Number	Description	Beginning Balance	Transfer to Operational	Balance
128-34535	Fund Balance	406,329.39	-164,500.00	241,829.39
128-34635 SDAG	Restricted Fund-State Grant-ARPA	0.00	188.90	188.90
128-34785	Capital Projects	200,000.00		200,000.00

Expenses

Account Number	Description	Budget	Actual	Balance	% of
128-58110 105	Director	70,355.00	18,869.06	51,485.94	26.82%
128-58110 162	Clerical	83,150.00	12,963.44	70,186.56	15.59%
128-58110 169	Part-Time Employees	35,178.00		35,178.00	0.00%
128-58110 201	Social Security	11,682.00	2,174.63	9,507.37	18.62%
128-58110 204	State Retirement	9,194.00	2,164.95	7,029.05	23.55%
128-58110 206	Life Insurance	180.00	64.00	116.00	35.56%
128-58110 208	Dental Insurance	572.00	305.19	266.81	53.35%
128-58110 209	Short Term Disability	721.00	173.40	547.60	24.05%
128-58110 210	Unemployment Comp	105.00		105.00	0.00%
128-58110 212	Employer Medicare	2,732.00	508.58	2,223.42	18.62%
128-58110 299	Other Fringe Benefits	0.00	40.03	-40.03	#DIV/0!
128-58110 302	Advertising	200,000.00	143,180.00	56,820.00	71.59%
128-58110 302 2000	Advertising-State Grant	60,000.00	60,000.00	0.00	100.00%
128-58110 302 4000	Advertising-Move to Anderson	8,000.00	3,000.00	5,000.00	37.50%
128-58110 302 ARPA	ARPA Grant	84,401.00		84,401.00	0.00%
128-58110 307	Communication	500.00		500.00	0.00%
128-58110 307 0100	Cellular Communications	1,600.00	204.12	1,395.88	12.76%
128-58110 307 0200	Internet Communication	2,500.00	2,199.80	300.20	87.99%
128-58110 316	Anderson County Chamber	60,000.00	18,768.32	41,231.68	31.28%
128-58110 316 2500	Anderson County Chamber-Retail	30,000.00	30,000.00	0.00	100.00%
128-58110 316 ACEDA	Anderson County Economic Dev.	124,500.00	62,250.00	62,250.00	50.00%
128-58110 320	Dues and Memberships	4,000.00	1,900.00	2,100.00	47.50%
128-58110 330	Lease Payments	15,600.00	7,800.00	7,800.00	50.00%
128-58110 335	Maint and Repair-Building	2,000.00		2,000.00	0.00%
128-58110 338	Vehicle-Repair and Maint.	500.00	78.74	421.26	15.75%
128-58110 348	Postal Charges	500.00	500.87	-0.87	100.17%
128-58110 348 4000	Postal Charges-Move to Anderson	500.00	8.74	491.26	1.75%
128-58110 349	Printing and Stationary	1,000.00	1,000.00	0.00	100.00%
128-58110 349 4000	Printing-Move to Anderson County	1,000.00		1,000.00	0.00%
128-58110 351	Rentals-Copier	1,500.00	1,200.00	300.00	80.00%
128-58110 355	Travel	5,000.00	2,000.00	3,000.00	40.00%
128-58110 355 4000	Travel-Move to Anderson	2,000.00		2,000.00	0.00%
128-58110 399	Other Contracted Services	12,000.00	11,123.75	876.25	92.70%
128-58110 425	Gasoline	2,500.00	2,000.00	500.00	80.00%
128-58110 435	Office Supplies	2,000.00	2,000.00	0.00	100.00%
128-58110 451	Uniforms	1,000.00		1,000.00	0.00%
128-58110 452	Utilities	5,000.00	1,102.79	3,897.21	22.06%
128-58110 499	Other Supplies	8,000.00	7,500.00	500.00	93.75%
128-58110 502	Bldg and Content Insurance	750.00		750.00	0.00%
128-58110 506	Liability Insurance	911.00	911.00	0.00	100.00%
128-58110 510	Trustee Commission	6,000.00	2,156.75	3,843.25	35.95%
128-58110 511	Vehicle and Equipment Insurance	1,000.00	1,000.00	0.00	100.00%
128-58110 513	Worker's Compensation	259.00	259.00	0.00	100.00%
128-58110 524	Staff Development	1,700.00	850.00	850.00	50.00%
128-58110 599	Other	1,053.00	500.00	553.00	47.48%
128-58110 709	Data Processing Equipment	1,000.00	35.99	964.01	3.60%
128-58110 711	Furniture	3,000.00	3,000.00	0.00	100.00%
128-58110 799	Other Capital Projects	30,000.00	0.00	30,000.00	0.00%
Total Expenses		895,143.00	403,793.15	491,349.85	45.11%

Anderson County Tourism Council
FY 2024 Proposed Advertising Budget

Advertising Projects	FY 2023 Budget	FY 2024 Budget	Difference
Billboards on I 75 and Billboard Change-Lamar	\$10,800.00	\$11,500.00	\$700.00
Billboards on I 75 R&J	\$7,200.00	\$7,200.00	\$0.00
Billboard - OH and IN	\$53,700.00	\$6,000.00	(\$47,700.00)
Rack Cards and Vacation Guides	\$5,000.00	\$5,000.00	\$0.00
Facebook Advertisements	\$6,000.00	\$6,000.00	\$0.00
E-newsletters	\$4,200.00	\$4,200.00	\$0.00
Distribute Brochures	\$1,900.00	\$1,900.00	\$0.00
Domain and Hosting	\$1,500.00	\$1,500.00	\$0.00
Partnership with Clinton to Promote Events	\$500.00	\$500.00	\$0.00
Partnership with AC Chamber to Promote Events	\$1,000.00	\$1,000.00	\$0.00
Stock Photography	\$200.00	\$200.00	\$0.00
Advertisement in NLMA Brochure	\$1,100.00	\$1,100.00	\$0.00
Photo Shoot	\$500.00	\$500.00	\$0.00
Placier Research	\$0.00	\$12,500.00	\$12,500.00
Print Advertising and Misc. Ads	\$2,500.00	\$37,000.00	\$34,500.00
Trade Shows			
American Bus Association	\$1,500.00	\$1,500.00	\$0.00
Cincinnati Boat Show	\$1,000.00	\$1,000.00	\$0.00
Indianapolis Boat Show	\$1,000.00	\$1,000.00	\$0.00
Trade Show Booth Materials and Rentals	\$1,000.00	\$1,000.00	\$0.00
Promotional Items for Trade Shows	\$1,000.00	\$1,000.00	\$0.00
Digital Marketing			
Digital Marketing and Website Management	\$8,400.00	\$8,400.00	\$0.00
Pay Per Click Campaign	\$30,000.00	\$30,000.00	\$0.00
GeoFencing Advertisements	\$15,000.00	\$15,000.00	\$0.00
Over the Top Television Advertisements	\$45,000.00	\$45,000.00	\$0.00
TDTD Marketing Grant			
YouTube Advertisements	\$30,000.00	\$30,000.00	\$0.00
Social Media Advertisements	\$30,000.00	\$30,000.00	\$0.00
TDTD ARPA Grant			
Transformational Projects-New Target Markets, Influencer Marketing, User Generated Marketing, Interactive Content		\$84,401.00	\$84,401.00
Total Budget	\$260,000.00	\$344,401.00	\$84,401.00

Move to Anderson County Project Description	FY 2020	Budget	Difference
Partnership for Ideal Living Shows	\$2,000.00	\$2,000.00	\$0.00
Partnership with TDTD for Advertising	\$1,000.00	\$1,000.00	\$0.00
Additional Advertising and Website	\$7,000.00	\$5,000.00	(\$2,000.00)
Total Budget	\$10,000.00	\$8,000.00	-\$2,000.00

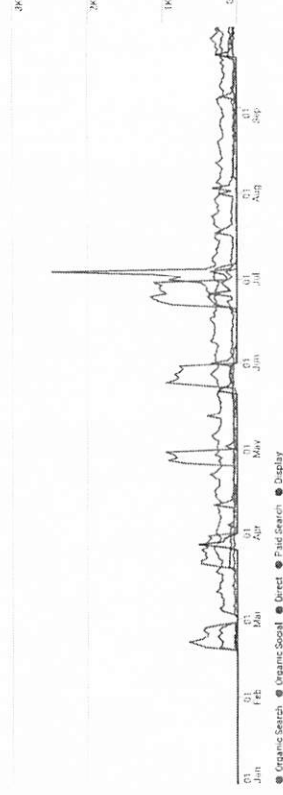
All users Add comparison

Session Jan 1 - Sep 30, 2023

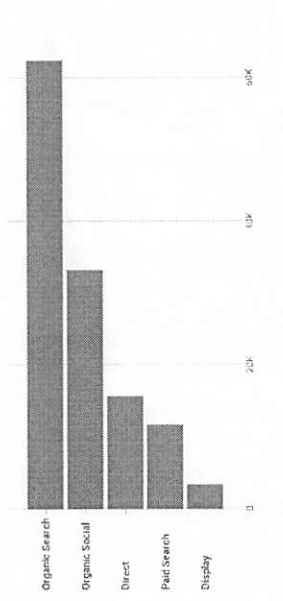
Traffic acquisition: Session default channel group

Add filter

Sessions by Session default channel group over time



Sessions by Session default channel group



Search

Rows per page 10 1-9 of 9

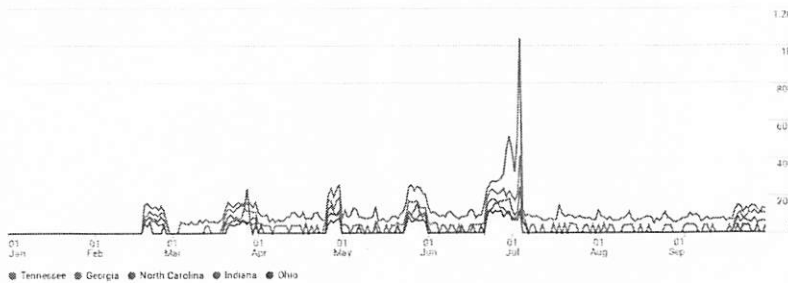
Session default channel group		Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
		100% of total	100% of total	100% of total	Avg 60s	Avg 60s	Avg 60s	Avg 60s	All events	All events	
1	Organic Search	107,006	130,772	62,458	0m 34s	0.58	4.48	47.6%	585,235	0.00	\$0.00
2	Organic Social	50,560	62,441	41,848	0m 46s	0.63	4.88	67.0%	304,845	0.00	\$0.00
3	Direct	28,817	33,221	4,727	0m 05s	0.16	3.31	14.2%	109,797	0.00	\$0.00
4	Paid Search	12,602	15,660	7,981	0m 58s	0.63	5.77	50.9%	90,421	0.00	\$0.00
5	Display	10,608	11,886	6,965	0m 35s	0.46	4.98	59.6%	58,232	0.00	\$0.00
6	Referral	3,358	3,413	76	0m 00s	0.02	3.10	2.2%	10,587	0.00	\$0.00
7	Unassigned	1,218	1,398	849	0m 47s	0.70	6.47	60.7%	9,044	0.00	\$0.00
8	Organic Video	317	341	26	0m 42s	0.08	2.98	7.6%	1,015	0.00	\$0.00
9	Paid Video	279	289	80	0m 04s	0.29	3.53	27.6%	1,021	0.00	\$0.00
		74	83	19	0m 15s	0.26	3.29	22.8%	273	0.00	\$0.00

All Users Add comparison

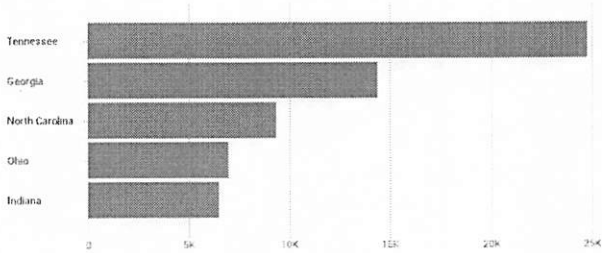
Custom Jan 1 - Sep 30, 2023

Demographic details: Region
Add filter

Users by Region over time



Users by Region



Search										Rows per page: 10	Go to: 1	1-10 of 56
Region	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue			
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total	All events	All events			
1 Tennessee	24,785	24,256	16,781	54.86%	0.68	0m 55s	152,480	0.00	\$0.00			
2 Georgia	14,390	13,507	7,184	44.04%	0.50	0m 32s	68,635	0.00	\$0.00			
3 North Carolina	9,352	8,853	3,991	36.42%	0.43	0m 28s	42,915	0.00	\$0.00			
4 Ohio	5,964	6,458	4,156	51.25%	0.60	0m 47s	38,336	0.00	\$0.00			
5 Indiana	6,489	6,018	2,646	36.36%	0.41	0m 27s	29,384	0.00	\$0.00			
6 Kentucky	4,911	4,656	2,124	38.35%	0.43	0m 30s	23,524	0.00	\$0.00			
7 Virginia	4,628	4,108	2,902	56.85%	0.63	0m 44s	23,648	0.00	\$0.00			
8 Michigan	4,431	3,949	1,815	36.16%	0.41	0m 29s	19,728	0.00	\$0.00			
9 Florida	4,405	3,872	2,649	55.05%	0.60	0m 44s	22,330	0.00	\$0.00			
10 Alabama	2,788	3,699	1,160	26.32%	0.31	0m 20s	16,653	0.00	\$0.00			

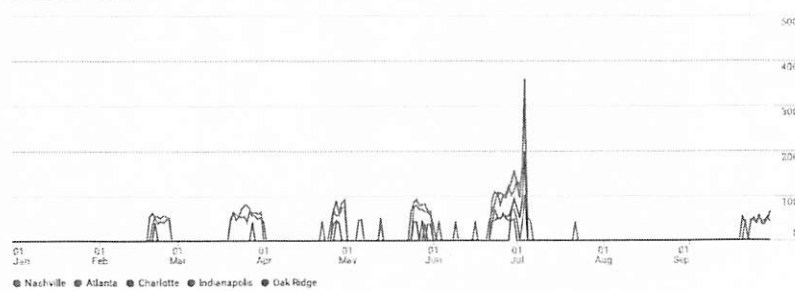
All Users Add comparison

Custom Jan 1 - Sep 30, 2023

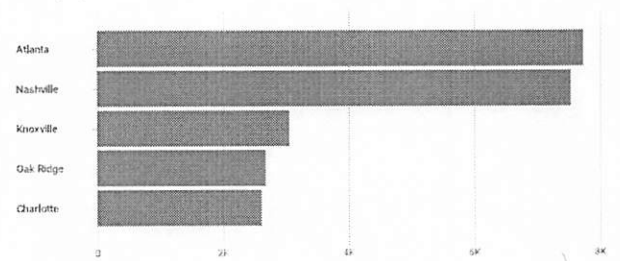
Demographic details: City

Add filter

Users by City over time



Users by City



Search Rows per page 10 Go to 1 1-10 of 463

City	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
	85,936 100% of total	84,651 100% of total	49,026 100% of total	46.83% Avg 0%	0.57 Avg 0%	0m 40s	460,822 100% of total	0.00	\$0.00
1 (not set)	11,075	10,551	4,342	35.33%	0.39	0m 27s	48,884	0.00	\$0.00
2 Atlanta	7,737	7,315	4,312	48.48%	0.56	0m 36s	38,715	0.00	\$0.00
3 Nashville	7,538	7,280	4,516	50.07%	0.60	0m 43s	41,140	0.00	\$0.00
4 Knoxville	3,057	2,965	2,367	65.35%	0.77	0m 56s	20,380	0.00	\$0.00
5 Oak Ridge	2,684	2,583	2,161	66.35%	0.81	1m 04s	19,138	0.00	\$0.00
6 Charlotte	2,617	2,533	1,081	36.13%	0.41	0m 27s	11,784	0.00	\$0.00
7 Chicago	2,376	2,293	1,540	57.81%	0.65	0m 46s	13,291	0.00	\$0.00
8 Indianapolis	2,060	2,032	670	28.03%	0.33	0m 20s	9,221	0.00	\$0.00
9 Ashburn	1,721	1,606	1,173	60.5%	0.68	0m 50s	9,458	0.00	\$0.00
10 Columbus	1,370	1,330	594	39.39%	0.43	0m 36s	6,957	0.00	\$0.00

Mobile-76K
Desktop-17K
Tablet-3.7K

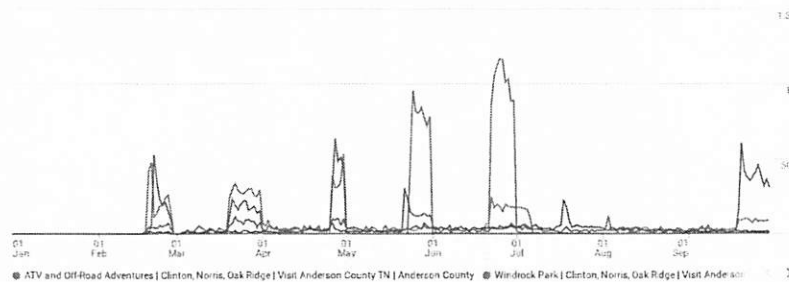
All Users Add comparison

Custom Jan 1 - Sep 30, 2023

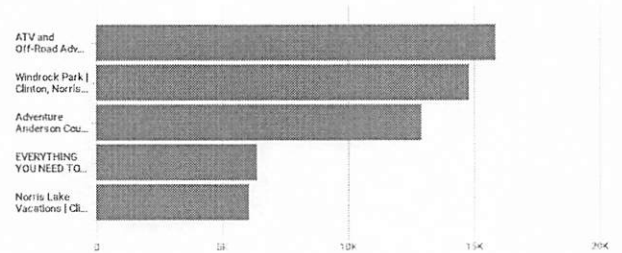
Pages and screens: Page title and screen class

Add filter

Views by Page title and screen class over time



Views by Page title and screen class



Page title and screen class		Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		173,982 100% of total	105,277 100% of total	1.65 Avg 5%	0m 41s Avg 5%	568,195 100% of total	0.00	\$0.00
1	ATV and Off-Road Adventures Clinton, Norris, Oak Ridge Visit Anderson County TN Anderson County	15,852	12,762	1.24	0m 02s	45,573	0.00	\$0.00
2	Windrock Park Clinton, Norris, Oak Ridge Visit Anderson County TN Anderson County	14,800	12,055	1.23	0m 19s	49,661	0.00	\$0.00
3	Adventure Anderson County TN Clinton, Norris, Oak Ridge Visit Anderson County TN Anderson County	12,916	10,172	1.27	0m 17s	37,607	0.00	\$0.00
4	EVERYTHING YOU NEED TO KNOW ABOUT WATER SPORTS IN ANDERSON COUNTY Clinton, Norris, Oak Ridge Visit Anderson County TN Anderson County	6,403	5,444	1.18	0m 03s	18,873	0.00	\$0.00
5	Norris Lake Vacations Clinton, Norris, Oak Ridge Visit Anderson County TN Anderson County	6,081	4,478	1.36	0m 50s	21,013	0.00	\$0.00
6	HOW TO GET A TENNESSEE NON RESIDENT FISHING LICENSE Clinton, Norris, Oak Ridge Visit Anderson County TN Anderson County	5,408	4,493	1.20	0m 44s	21,690	0.00	\$0.00
7	Things to Do in Anderson County, TN Clinton, Norris, Oak Ridge Visit Anderson County TN Anderson County	4,650	3,511	1.32	0m 53s	12,762	0.00	\$0.00
8	Events Clinton, Norris, Oak Ridge Visit Anderson County TN Anderson County	4,503	3,038	1.48	0m 57s	14,978	0.00	\$0.00
9	TOP 6 EXCITING THINGS TO DO AT NORRIS LAKE YOU DONT WANT TO MISS Clinton, Norris, Oak Ridge Visit Anderson County TN Anderson County	4,225	3,785	1.12	0m 34s	16,624	0.00	\$0.00
10	Norris Lake Clinton, Norris, Oak Ridge Visit Anderson County TN Anderson County	3,717	3,022	1.23	0m 31s	13,356	0.00	\$0.00

585,000 Event Count-Number of times an event is triggered on website including clicking a button, playing a video or submitting a form

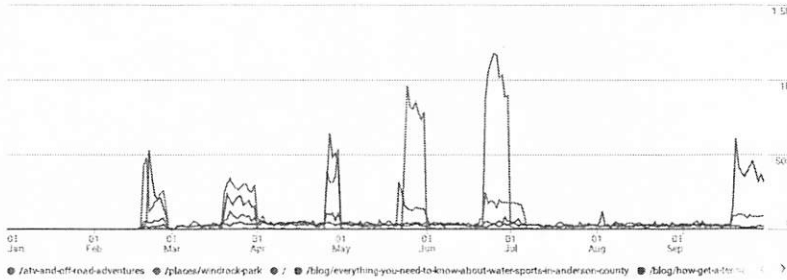
All Users Add comparison

Custom Jan 1 - Sep 30, 2023

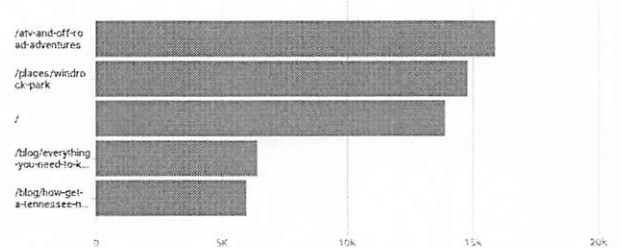
Pages and screens: Page path and screen class

Add filter

Views by Page path and screen class over time



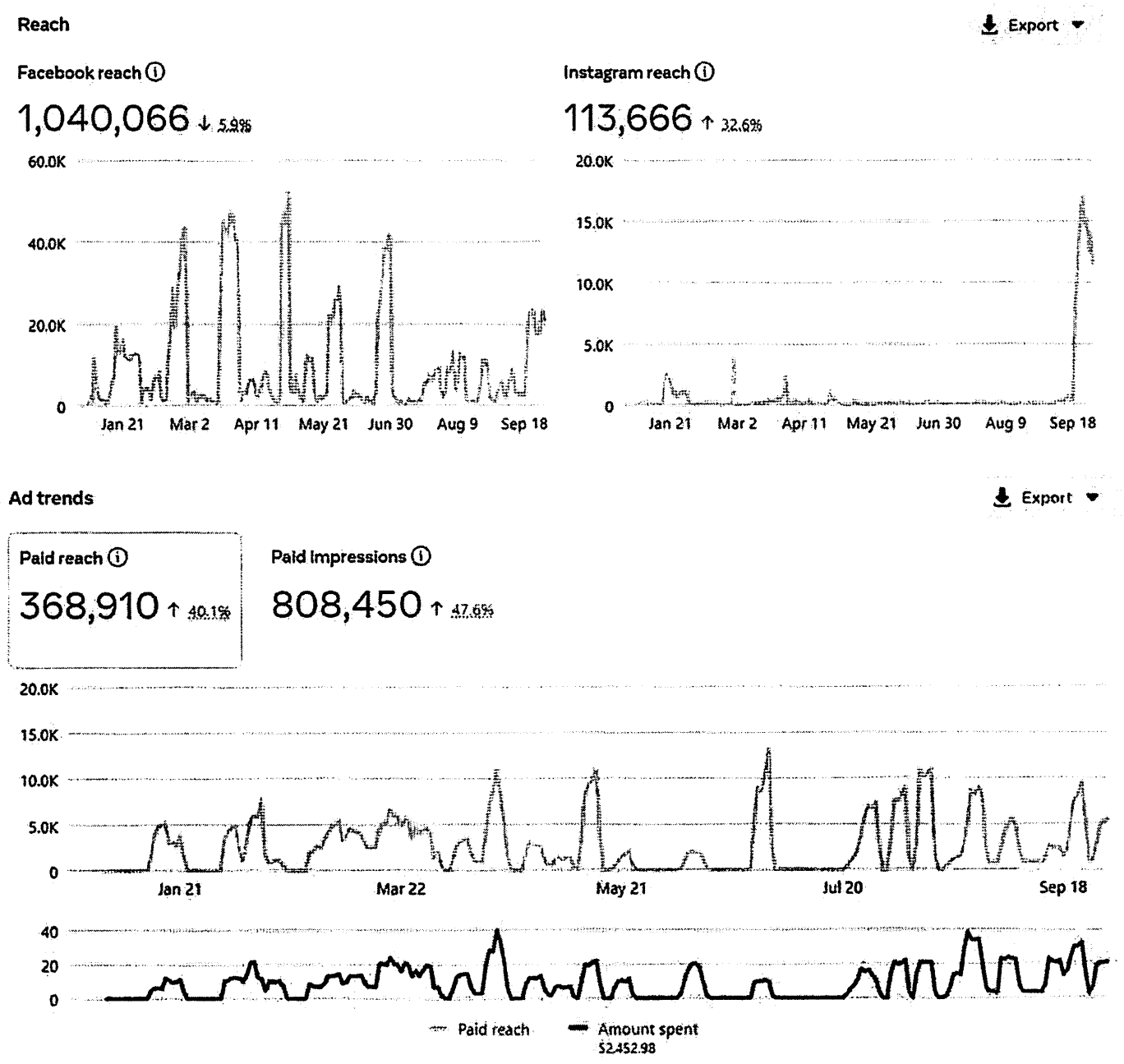
Views by Page path and screen class



Page path and screen class		Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
		173,217 100% of total	105,177 100% of total	1.65 Avg 0%	0m 41s Avg 0%	566,913 100% of total	0.00	\$0.00
1	/atv-and-off-road-adventures	15,886	12,777	1.24	0m 02s	45,692	0.00	\$0.00
2	/places/windrock-park	14,802	12,023	1.23	0m 19s	49,705	0.00	\$0.00
3	/	13,899	10,792	1.29	0m 17s	40,913	0.00	\$0.00
4	/blog/everything-you-need-to-know-about-water-sports-in-anderson-county	6,433	5,463	1.18	0m 03s	18,972	0.00	\$0.00
5	/blog/how-get-a-tennessee-non-resident-fishing-license	6,011	4,967	1.21	0m 44s	24,126	0.00	\$0.00
6	/events	4,651	3,091	1.50	0m 57s	15,304	0.00	\$0.00
7	/things-to-do/norris-lake/	4,549	3,299	1.38	0m 48s	15,912	0.00	\$0.00
8	/things-to-do	4,365	3,182	1.37	0m 54s	11,531	0.00	\$0.00
9	/blog/things-to-do-at-norris-lake	4,308	3,852	1.12	0m 34s	16,971	0.00	\$0.00
10	/places/norris-lake	3,736	3,023	1.24	0m 31s	13,398	0.00	\$0.00
11	/blog/fourth-of-july-celebrations-in-anderson-county	3,554	2,743	1.30	0m 34s	11,578	0.00	\$0.00
12	/events/clinton-fireworks-and-4th-of-july-event	3,510	2,437	1.44	0m 24s	11,490	0.00	\$0.00
13	/stay	3,076	2,147	1.43	0m 38s	8,328	0.00	\$0.00
14	/blog/guide-to-norris-lake-bass-fishing	3,020	2,427	1.24	1m 06s	11,130	0.00	\$0.00
15	/blog/5-things-to-do-while-youre-at-norris-lake	2,322	1,865	1.25	0m 46s	8,698	0.00	\$0.00
16	/blog/best-things-to-do-in-rocky-top-tn	2,254	1,941	1.16	0m 48s	8,743	0.00	\$0.00
17	/blog/5-things-you-must-do-at-windrock-park	2,028	1,791	1.13	0m 52s	8,168	0.00	\$0.00
18	/blog/paddling-the-clinch-river	1,989	1,301	1.53	1m 31s	7,497	0.00	\$0.00
19	/events/clinch-river-fall-antique-festival	1,954	1,497	1.31	0m 21s	6,368	0.00	\$0.00
20	/blog/interesting-facts-history-oak-ridge	1,656	1,462	1.13	0m 59s	6,155	0.00	\$0.00
21	/things-to-do/norris-lake	1,569	1,191	1.32	0m 54s	5,198	0.00	\$0.00
22	/blog/things-to-do-historic-downtown-clinton-tn	1,436	1,252	1.15	0m 39s	5,696	0.00	\$0.00
23	/blog/stripet-fishing-on-norris-lake	1,405	1,117	1.26	1m 03s	5,121	0.00	\$0.00
24	/blog/fishing-in-anderson-county-all-you-need-to-know	1,343	1,168	1.15	0m 35s	4,932	0.00	\$0.00
25	/fish-the-clinch	1,341	1,068	1.26	1m 00s	4,706	0.00	\$0.00

Facebook and Instagram Report

January 1, 2023 to September 30, 2023



Property Overview

Property:



Anderson County, TN

Dutch Valley, Tennessee, United States

Jan 1 - Dec 31, 2022



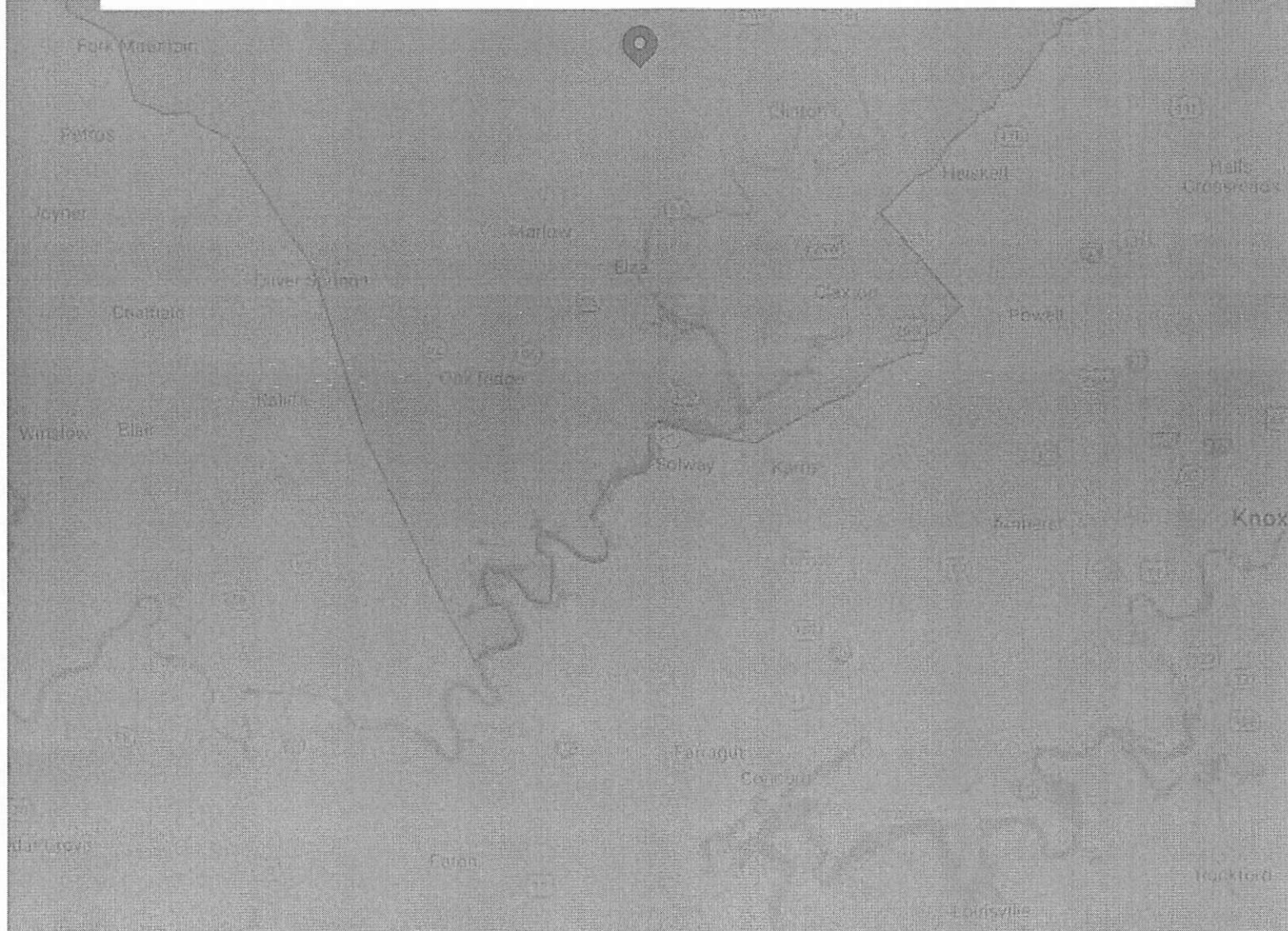
Anderson County, TN

Dutch Valley, Tennessee, United States

Jan 1 - Dec 31, 2019

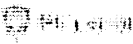
Applied Filters:

Home Distance: >50.00 mi



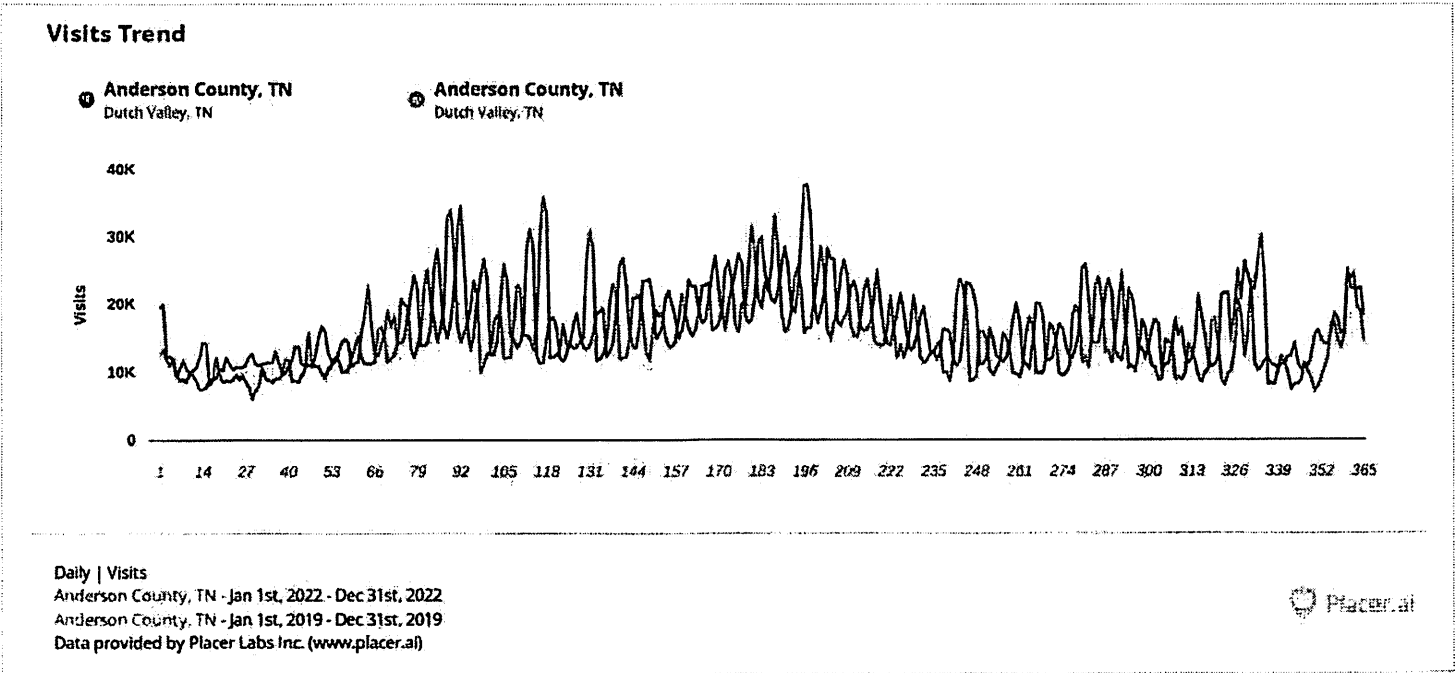
Property Overview

Time Compare

Metrics		
Metric Name	Anderson County, TN Dutch Valley, TN	Anderson County, TN Dutch Valley, TN
Visits	6.2M	5.6M
Visits / sq ft	N/A	N/A
Size - sq ft	N/A	N/A
Visitors	1.8M	1.6M
Visit Frequency	3.41	3.52
Avg. Dwell Time	627 min	600 min
Panel Visits	234.2K	137.1K
Visits YoY	-6.3%	+5.4%
Visits Yo2Y	+31.7%	+25.2%
Visits Yo3Y	+10.8%	N/A
Anderson County, TN - Jan 1st, 2022 - Dec 31st, 2022 Anderson County, TN - Jan 1st, 2019 - Dec 31st, 2019 Data provided by Placer Labs Inc. (www.placer.ai)		
		

Property Overview

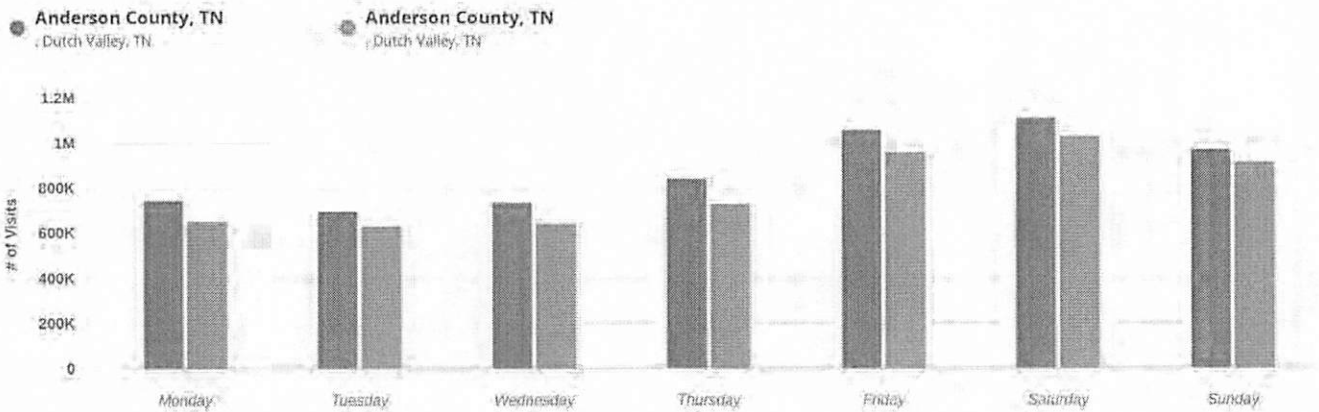
Time Compare



Property Overview

Time Compare

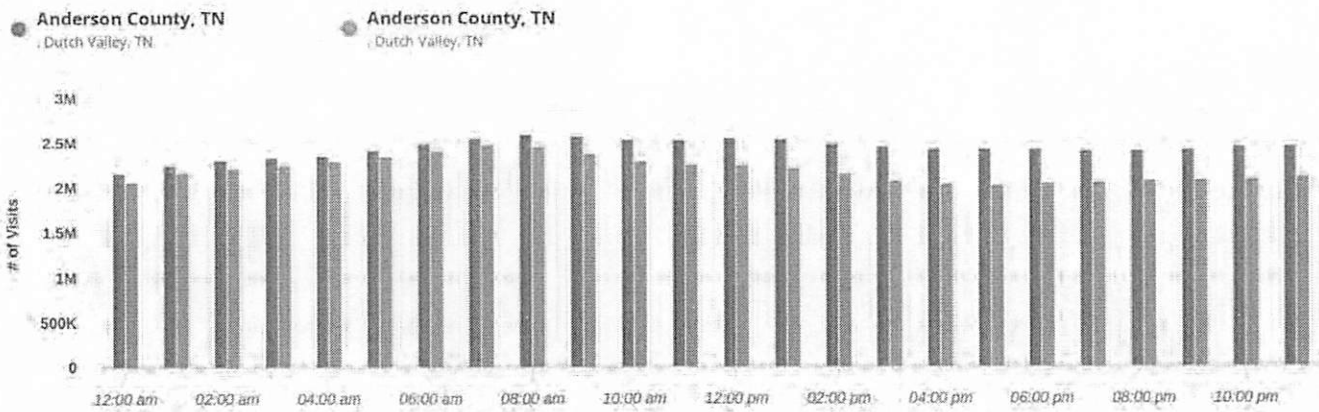
Daily Visits



Visits
Anderson County, TN - Jan 1st, 2022 - Dec 31st, 2022
Anderson County, TN - Jan 1st, 2019 - Dec 31st, 2019
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits

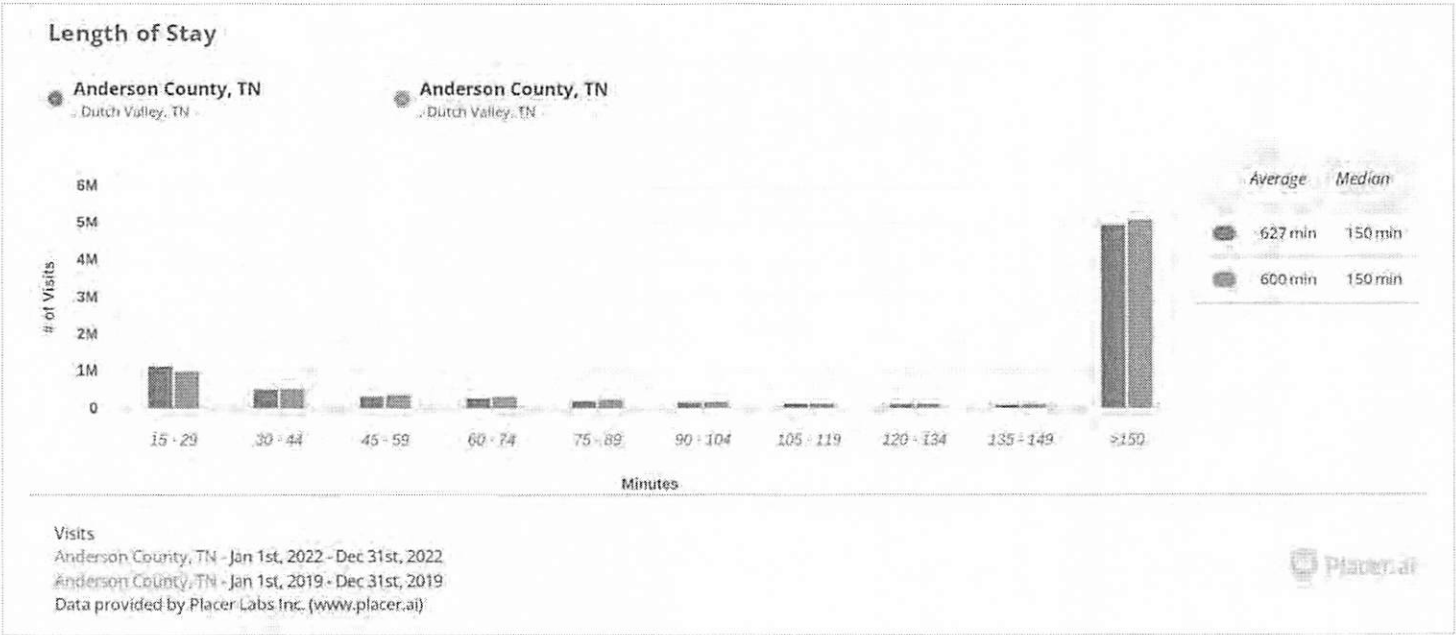


Visits
Anderson County, TN - Jan 1st, 2022 - Dec 31st, 2022
Anderson County, TN - Jan 1st, 2019 - Dec 31st, 2019
Data provided by Placer Labs Inc. (www.placer.ai)



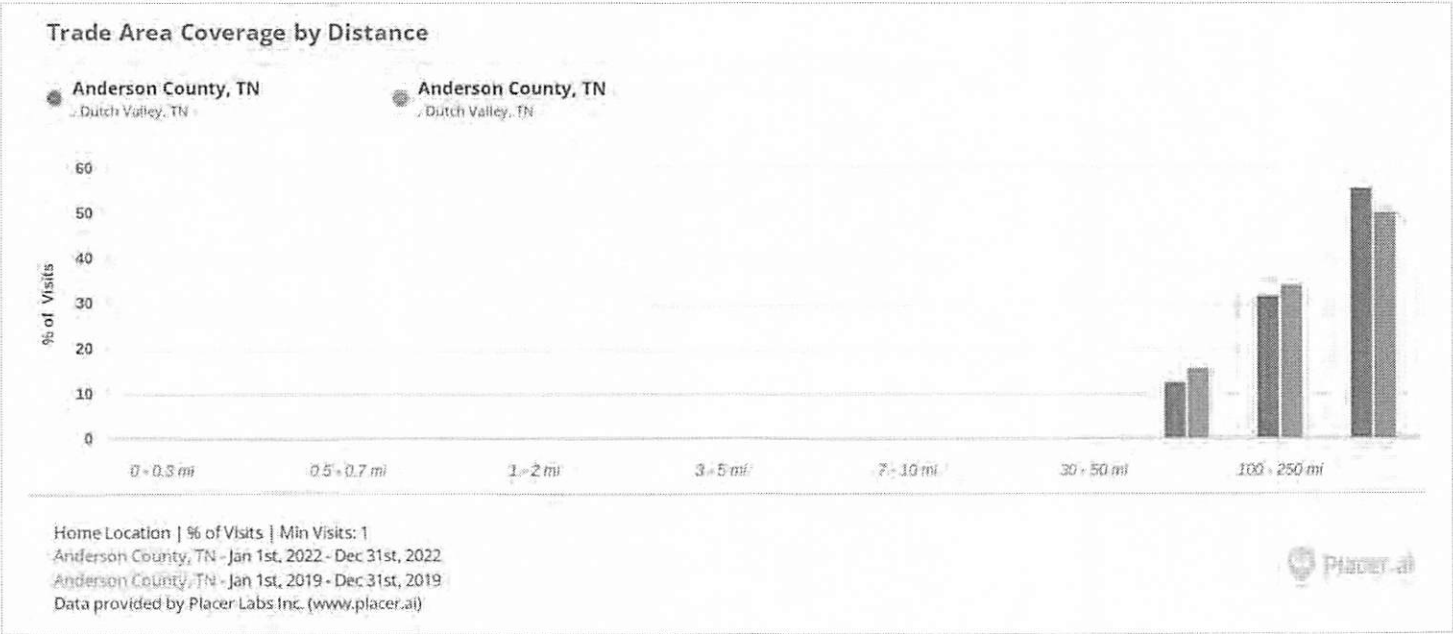
Property Overview

Time Compare



Trade Area Coverage by Distance

Time Compare



Trade Area

Property:



Anderson County, TN
Dutch Valley, Tennessee, United States

Jan 1 - Dec 31, 2022

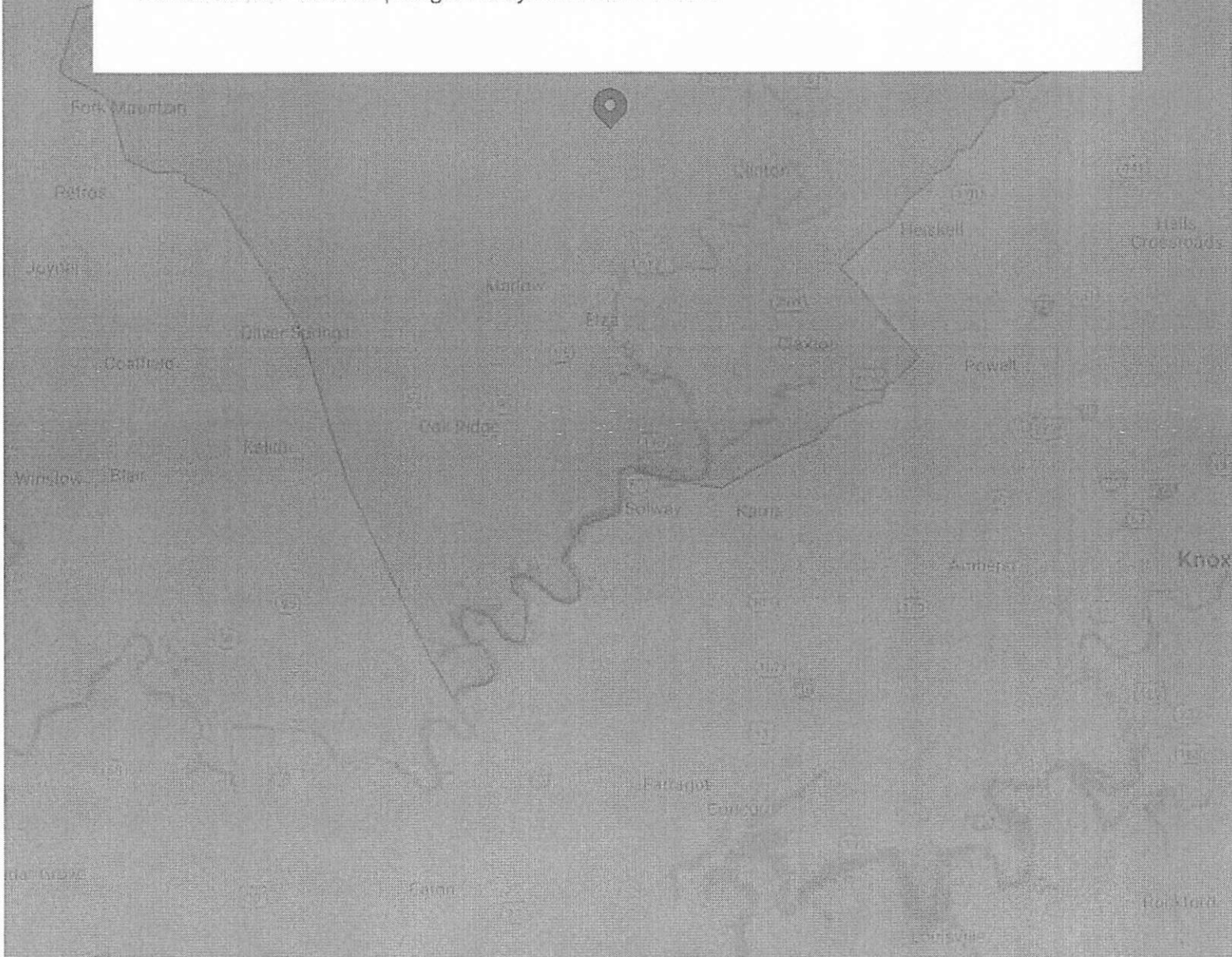


Anderson County, TN
Dutch Valley, Tennessee, United States

Jan 1 - Dec 31, 2019

Applied Filters:

Home Distance: >50.00 mi | Length of Stay: more than / 150 min



Trade Area

Time Compare

Trade Area

Anderson County, TN
Dutch Valley, TN



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2022 - Dec 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)

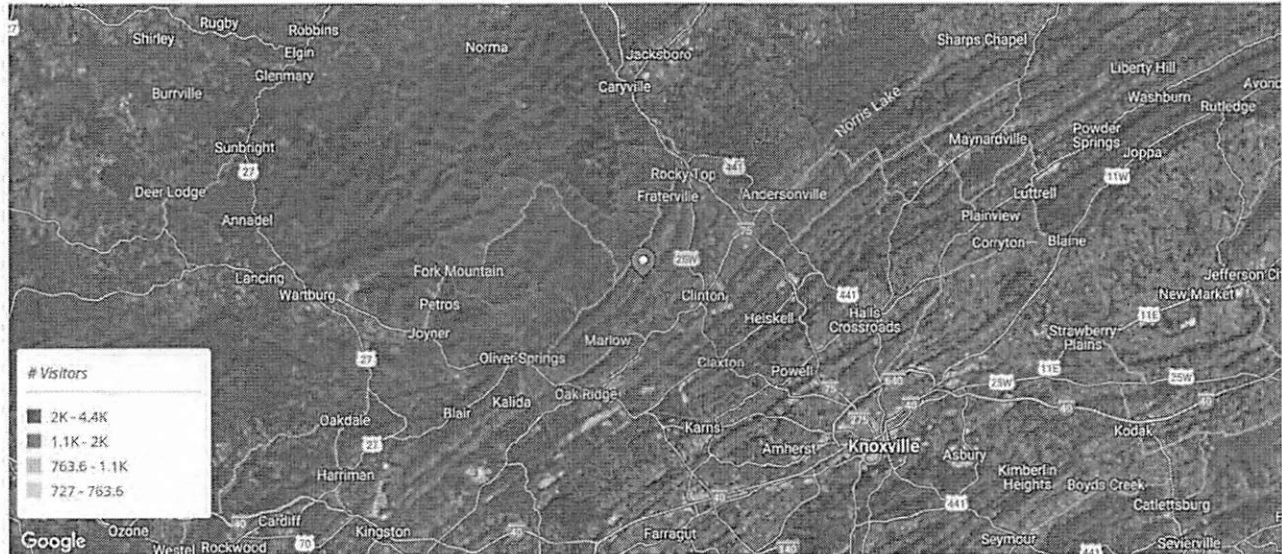


Trade Area

Time Compare

Visitors By Origin

Anderson County, TN
Dutch Valley, TN



Anderson County, TN
Dutch Valley, TN

Zipcode / City	Visitors (% of Total)
38505 Cookeville, TN	4.4K (0.7%)
37614 Johnson City, TN	4.4K (0.7%)
21113 Odenton, MD	3.5K (0.6%)
31546 Jesup, GA	3.3K (0.5%)
37067 Franklin, TN	3K (0.5%)
42728 Columbia, KY	2.6K (0.4%)
61704 Bloomington, IL	2.6K (0.4%)
62948 Herrin, IL	2.6K (0.4%)
77498 Sugar Land, TX	2.5K (0.4%)
37604 Johnson City, TN	2.5K (0.4%)

Jan 1st, 2022 - Dec 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

County Spending and Economic Impact



Year
2022

County
Anderson County

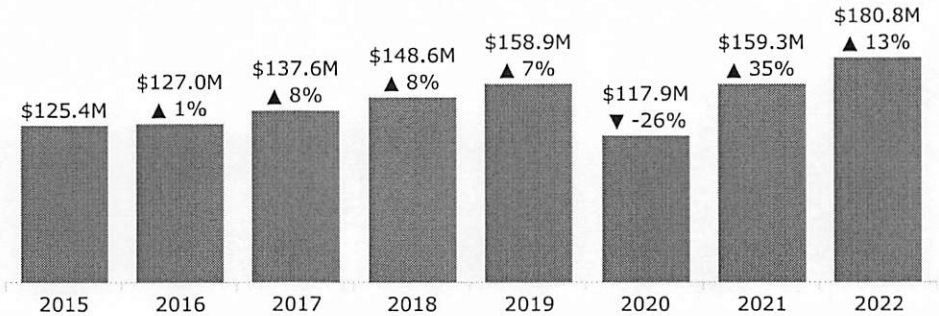


Including indirect and induced impacts, tourism activity supported

\$304.5M

in business sales in the county

Visitor Spending Trends



2.4%

is the share of jobs sustained by direct visitor spending in the county

Visitor Spending by Category

2022

Transportation \$58.24 M Share: 32% YOY: ▲ 14%	Food and beverage \$46.49 M Share: 26% YOY: ▲ 8%	Retail \$19.04 M Share: 11% YOY: ▲ 6%
	Accommodations \$41.80 M Share: 23% YOY: ▲ 24%	Recreation \$15.29 M Share: 8% YOY: ▲ 14%



Visitors directly generated

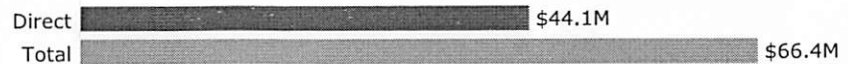
\$17.9M

in state and local taxes, which is equivalent to

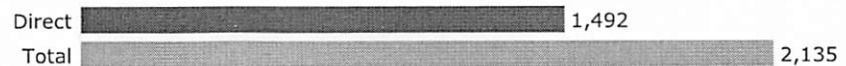
\$578

in tax savings for every household

Labor Income



Employment



SYMPHONY TOURISM ECONOMICS

Anderson County Employee Insurance Board of Trustees

Meeting Minutes: August 24, 2023

Members Present – Terry Frank, Robby Holbrook, Phil Yager, Shain Vowell, and Kim Jeffers-Whitaker

Others Present – Leean Tupper, Randy Walters, Katherine Ajmeri, Kari Presley (CBIZ), Andrew Stone, Holly Fields

Call to Order – T. Frank called the meeting to order at 10:03 a.m.

Approval of Minutes

Motion made by S. Vowell and second by R. Holbrook to approve the minutes of the July 25, 2023, Board of Trustees meeting as presented. Motion passed by voice vote.

Public Comments - none

Action and/or Discussion Items

1. R. Holbrook made a motion, second by S. Vowell, for Fund 263 to absorb the cost – up to \$30,000 – this year for providing the vision insurance match, and to re-visit the matter next year. Motion carried by voice vote.
2. After discussion, motion was made by R. Holbrook, second by P. Yager, to interview four of the five vendors that responded to the Clinic RFP: Everside, Marathon, Premise and Proactive. Motion carried by voice vote. Mayor Frank will work with Katherine to set dates.
 - a. K. Whitaker made a motion, second by P. Yager, to ask CBZ's clinic specialist to attend the interviews and then provide feedback. Motion was later withdrawn. Mayor Frank will discuss with Jay Yeager and Katherine Ajmeri and get the law director's legal opinion. Mayor Frank noted she doesn't want to do anything that would cause a situation where the Board's decision could be challenged. P. Yager said he wants to hear the law director's legal opinion before conducting interviews with the vendors.
3. R. Holbrook provided an overview of the FY 2022/2023 fund balance for Fund 263. (attached)

New Business

1. K. Whitaker presented to Board members a copy of an e-mail sent to her from Premise Health, asking for the county to approve a part-time health coach at a cost of \$45,000. Board members indicated they are not interested at this time.
2. P. Yager indicated he will not be available for a Board meeting or interviews between Sept. 11-27th. K. Whitaker said she also will not be available September 28-29th.

Adjournment

There being no further business the meeting was adjourned at 10:52 a.m.

**Human Trafficking Taskforce
Meeting Minutes
Thursday August 24, 2023 @ 5:00p Room 118A**

Members Present: Russell Barker (Sheriff), Dave Clark (District Attorney), Terry Frank (Mayor), Commissioner Shain Vowell, Commissioner Shelley Vandergriff, Commissioner Denise Palmer

No Public Comment

Commissioner Shain Vowell nominated Denise Palmer for chair, seconded by Shelley Vandergriff. Motion carried by acclamation.

Commissioner Denise Palmer nominated Shelley Vandergriff for vice-chair, seconded by Shain Vowell. Motion carried by acclamation.

Discussion with Lisa Bolton and Brittnay Thompson of Community Coalition Against Human Trafficking, concerning Anderson County's risk factors for Human Trafficking. A recent research survey from Engage Together, concerning Human Trafficking in Tennessee, was discussed. Lisa Bolton agreed to send the survey to the committee. No action taken.

Next meeting to be determined after the survey is received and evaluated by the Taskforce.

Adjourn