

JOHNSON COUNTY
JOINT ECONOMIC & COMMUNITY DEVELOPMENT
222 West Main Street
Mountain City, TN 37683



Wednesday, June 7, 2023

TO: Johnson County Joint Economic & Community Development

Angela Stout, Dick Grayson, Gina Meade, Jeff Fritts, Mayor Jerry Jordan, Kody Norris and Megan McEwen

FROM: Mayor Larry Potter

TIME: 12:00 PM

LOCATION: Johnson County Library Community Room

AGENDA:

1. Roll Call
2. Minutes
3. ThreeStar Competitive Grant Requirement Deadlines:
 - a. Three priority goals, SMART goals, one must be Education or Workforce Development related: NLT 4:00pm on June 12, 2023
 - b. Priority Goals and Action Steps developed with completion dates due NLT September 30, 2024. Status update due each quarter.
 - c. Action Step Timeline template completed for each county-identified priority goals NLT 4:00pm on June 12, 2023
 - d. Annual Fiscal Confirmation letter – due July 31, 2023 and July 31, 2024
 - e. Quarterly Joint Economic and Community Development Board (JECDB) approved minutes by the end of the following quarter
4. Update on acquisition of National Guard Armory
5. Update on Meat Processing Plant project
6. Update on Agriculture Project for Johnson County
7. Tourism Branding Workshop with TN Tech: Tuesday, June 13, 2023
 - a. New digital campaign via Facebook & Instagram launching through Cumberland Marketing of Kingsport
 - b. New landing page launched: www.VisitMountainCityTN.com
 - c. Workshop will guide next steps for strategic marketing

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8. The Pinnacle Awards on Tuesday, June 13, 2023: Mountain City Sunflower Festival
9. WJHL Day in Johnson County: Wednesday, June 21, 2023: featuring packaged and live segments with their anchors
 - a. Local's Deli in the AM slots (LIVE: Sunflower Festival, Heritage Hall and Educator of the Week)
 - b. Heritage Hall in the PM slots (Mayor Potter: WJHL Proclamation and The Kody Norris Show/Mountain City Fiddlers Convention)
10. WGN-TV Chicago filming segments for Tourism Show at Watauga Lake Winery and lake area: June 21-23, 2023
11. Any other matters which may duly come before the committee for official action