



**DOE MOUNTAIN RECREATION AUTHORITY BOARD**

Meeting Minutes: April 5, 2022

The Doe Mountain Recreation Authority (DMRA) Board of Directors met on April 5, 2022 at 1:00 p.m., at the Doe Mountain Adventure Center, Mountain City, TN 37683.

Board Members Present: Mike Taylor, Kristy Herman, Mona Alderson, Frank Arnold, Tim Sain, Gerald Parish, Jerry Jordan, Lynn Tully, Jerry Grindstaff, and Anthony Duncan (Zoom).

Board Members Absent: Gabby Lynch, Ron Ramsey, Ray Stout, David Jones

DMRA Staff Present: Executive Director L. Shawn Lindsey, Office and Finance Manager Kim Reece

Others Present: Angie Stout, Eddie Henson, Dan Conner, Jason Campbell, Lynn Hicks (Zoom).

Also present via Zoom for specific presentations: Nick Schweers (Mountain Dew Outpost); Courtney Atnip (Legislative Update); Matt Fusco (Trail Signage)

I. Chairman Taylor called the meeting to order at 1:25 p.m. The meeting followed a Public Hearing on a proposed amendment to the DMRA rule on user fees, 0485-01-01-.07

II. K. Herman moved to approve the minutes of the Board Meeting of February 1, 2022, as discussed at the meeting; T. Sain seconded the motion; the motion carried unanimously.

**III. Public Comment Period:**

Dan Conner and Eddie Henson commented that they had heard mention of allowing jeeps and trucks on Doe Mountain. They stated they would be opposed to this type of change. Chairman Taylor noted that this matter was not on the agenda and would be carefully considered at a Board meeting, if and when proposed.

**IV. Financial Report and Profit/Loss Report:** Treasurer Kristy Herman and Office and Finance Manager Kim Reece reported. The January and February Financial

Reports are filed with the Minutes. As of March 31, 2022, the DMRA's cash position in the Johnson County Bank checking account was \$1,004,242.85. J. Grindstaff moved to approve the Financial Report; G. Parrish seconded the motion; the motion carried unanimously.

K. Reece reported that she has completed Quick-Books training with new budget codes. She is working on a profit/loss review of the fiscal year to date and will send it out when done.

V. **New Website Update**: K. Reece reported that she is working with *Go Daddy* to create a new Doe Mountain Website. The site as presented by *GoDaddy* looked exactly like our *Blue Montonya* neighbors, and she's been redesigning the entire site. She will share with the Board before it goes live. The Board specifically would like Dave Jones' review.

VII. **Update on Mountain Dew Outpost**: Nick Schweers, who appeared via Zoom, works for the agency representing PepsiCo and Mountain Dew. The event is planned for June, with details to be announced in early May. In connection with the Outpost event, PepsiCo will fund the expansion of trails, a new overlook, and an archery range. The event will be a media and influencer event with many activities and special commemoratives. Several partners, including RV Share and Polaris, will also contribute.

VIII. **Legislative Update**: Courtney Atnip with Capital and 5<sup>th</sup> Strategies reported via speakerphone. She stated that the legislative session is on wind-down, with three or four weeks left. The fee exemption from the Uniform Administrative Procedure Act passed the House, but lost in the Senate by three votes. Atnip is working on strategies for a change in the vote or compromise. The Governor's budget did not include grants for Doe Mountain, but the applications started a process for enlarging Doe Mountain's profile. Rusty Crowe and Scotty Campbell submitted a \$600,000 budget amendment proposal for Doe Mountain; however, this is only one of many proposals.

IX. **Trail Signage**: Matt Fusco with Fusco Land Planning and Design appeared on Zoom and discussed options for signage. He reviewed several sign types: entryway, interpretive, waypoint signs, and sought input on several examples that had been provided to the Board. Members will provide input to S. Lindsey to give to Fusco.

X. **Proposed discount to tour operators on Doe Mountain**: S. Lindsey proposed a 50% discount on pass fees when a tour or rental duration is less than 4 hours; this would be part of the operating agreement between DMRA and the operator. Discussion ensued regarding the expense of running a small business and alternatives. L. Tully moved and J. Grindstaff seconded a motion to adopt a 50% policy when new user fee rates go into effect. M. Alderson moved, with a second by K. Herman to table the motion until the next meeting to see what happens with the fee proposal. Motion to table carried.

XI. **Other Business:**

- Executive Director updates: Prior to the meeting S. Lindsey e-mailed updates to Board members regarding the following; a copy is filed with the minutes.
  - Trail Expansion
  - Trail Maintenance
  - Communications update
  - Town Connection
  - Insurance
  - Programs and Events
  - Committees
  - Patrol Rangers Program
  - Trail naming -

XIII. **Next Meeting:** The next DMRA Board meeting will be held on June 7, 2022, at 1:00 p.m., at the Doe Mountain Adventure Center.

XIV. There being no other business, T. Sain moved to adjourn the meeting; K. Dunn seconded the motion; and Chairman Taylor adjourned the meeting at 3:00.

Respectfully submitted,

Mona B. Alderson  
Secretary, DMRA

*The mission of the Doe Mountain Recreation Authority is to transform Doe Mountain into a safe, fun, family-oriented, multi-use outdoor recreational destination that promotes local economic development while conserving and protecting its beauty, woods, water and wildlife.*