Sunset Public Hearing Questions for
Doe Mountain Recreation Authority
Created by Section 11-25-103, Tennessee Code Annotated-

(Sunset Termination June 2020)

Enabling Statute, Purpose, and Rules and Regulations

1. Provide a brief introduction to the authority, including information about its purpose,

statutory duties, staff, and administrative attachment.

Response: The Doe Mountain Recreation Authority (DMRA) was established to conserve the land, waters and wildlife on Doe Mountain. Toward that end, a Master Plan was adopted to foster economic development for the People of Tennessee by developing and operating a multi-use, family oriented outdoor recreational area on some 8,600 acres now commonly referred to as the "Doe Mountain Recreation Area." In accordance with the Master Plan for Doe Mountain, most of the development to date has been creation of a multi-use Trail System, complemented by trails exclusively dedicated to hiking, biking, horseback and motorcycle (dirt bike) riding. The overwhelming majority of users come to Doe Mountain to operate Off Highway Vehicles (OHVs), such as all-terrain vehicles (ATVs), utility vehicles (UTVs or "side by side" machines) and dirt bikes. As of today, DMRA has successfully opened and operated more than sixty (60) miles of recreational trails and has secured funding to further expand the trail system.

As contemplated by statute, the Authority hired an Executive Director in February 2017. The Executive Director is the only full-time employee of DMRA, with current annual compensation of $45,000. A part-time employee, limited to 29 hours or less of work each week assists the Executive Director with all facets of operating Doe Mountain. The part-time assistant is currently compensated at the rate of $9.50 per hour. A second part-time staff position was eliminated in operational budgeting cuts in FY 2018-19. To temporarily fill that void, a part-time administrative assistant working under a First Tennessee Human Resources Agency Senior Employment grant has been assisting the Authority since April 2019.

By statute, the DMRA is governed by a fifteen (15) member Board of Directors, including four (4) officers. DMRA is not administratively attached to any other State agency.

2. Has the authority promulgated rules and regulations? If yes, please cite the reference.

Response: Yes, Chapter 0485-01-01-.07

Authority Organization

3. Provide a list of current members of the authority. For each member, please indicate who

appointed the member, statutory member representation, the beginning and end of the

member's term, and whether the member is serving a consecutive term.

Response: The current members of the Board of Directors are:

Dan Reese – Chair of Board of Directors -- Member appointed by the Governor, who shall have a background in conservation, serving a term of three (3) years, as required by Section 11-25-106(a)(9), *Tennessee Code Annotated*. Mr. Reese's current term began on November 6, 2018 and ends on September 30, 2021. Mr. Reese is serving a consecutive term on the Board.

Frank Arnold – Member appointed by the County Mayor from a list of three (3) submitted by the Board of Directors of the county's Chamber of Commerce, serving a term of two (2) years, as required by Section 11-25-106(a), *Tennessee Code Annotated*. Mr. Arnold's current term ends on September 30, 2020. Mr. Arnold is serving a consecutive term on the Board.

Michael Farmer – Member appointed by the Speaker of the Senate in consultation with the Member of the Senate representing the majority of the county's population, serving a term of two (2) years, as required by Section 11-25-106(a), *Tennessee Code Annotated*. Mr. Farmer's current term began on July 1, 2018 and ends on September 30, 2020. Mr. Farmer is serving a consecutive term on the Board.

Jerry Grindstaff – Member elected by majority vote of the governing body of the county, serving a term of two (2) years, as required by Section 11-25-106(a), *Tennessee Code Annotated*. Mr. Grindstaff's current term began on November 6, 2018 and ends on September 30, 2020. Mr. Grindstaff is serving a consecutive term on the Board.

Carolyn Wilson Hawkins – Member of the public at large, appointed by the Governor, who is a resident of the county or an adjoining county and not otherwise affiliated with specific groups, serving a term of three (3) years, as required by Section 11-25-106(a), *Tennessee Code Annotated*. Ms. Hawkins' current term began on November 8, 2018 and ends on September 30, 2021. Ms. Hawkins is serving a consecutive term on the Board.

Kristy Herman – Member appointed by the County Mayor, who is a resident of the county and active in a locally organized conservation or outdoor recreation organization, serving a term of two (2) years, as required by Section 11-25-106(a), *Tennessee Code Annotated*. Ms. Herman's current term began on October 31, 2018 and ends on September 30, 2020. Ms. Herman is serving her first term on the Board.

Don Hurst – Member serving as proxy for the Commissioner of the Department of Economic and Community Development, as required by Section 11-25-106(a)(4), *Tennessee Code Annotated*.

Anne Marshall – serving as proxy for the Commissioner of the Department of Environment and Conservation, as required by Section 11-25-106(a), *Tennessee Code Annotated*.

Dave Jones – serving as proxy for the Commissioner of the Department of Tourism Development, as required by Section 11-25-106(a), *Tennessee Code Annotated*.

Gabrielle Lynch – Appointed by the Governor from a list of three (3) names submitted by The Nature Conservancy, serving a term of three (3) years, as required by Section 11-25-106(a), *Tennessee Code Annotated*. Ms. Lynch's current term began on November 6, 2018 and ends on September 30, 2021. Ms. Lynch is serving a consecutive term on the Board.

Kevin Parsons – Mayor of Mountain City, Mayor of the largest municipality within the county, as required by Section 11-25-106(a), *Tennessee Code Annotated*.

Ron Ramsey -- Member appointed by the Governor, who shall have experience in outdoor recreation planning, marketing or operations, serving a term of three (3) years, as required by Section 11-25-106(a)(10), *Tennessee Code Annotated*. Mr. Ramsey's current term began on January 14, 2019 and ends on September 30, 2021. Mr. Ramsey is serving his first term on the Board.

Captain Tim Sain – serving as proxy for the Director of the Wildlife Resources Agency, as required by Section 11-25-106(a), *Tennessee Code Annotated*.

Ray Stout – Member appointed by the Speaker of the House of Representatives in consultation with the Member of the House of Representatives representing the majority of the county's population, serving a term of two (2) years, as required by Section 11-25-106(a), *Tennessee Code Annotated*. Mr. Stout's current term ends on September 30, 2020. Mr. Stout is serving a consecutive term on the Board.

Mike Taylor – County Mayor, as required by Section 11-25-106(a), *Tennessee Code Annotated*.

4. Are there any vacancies on the authority? If so, please indicate how long the position has been vacant and explain steps that have been taken to fill any vacancies.

Response: No, there are no current vacancies on the Board.

5. How many times did the authority meet in Fiscal Years 2018 and 2019? How many members were present at each meeting? Please note meetings where the authority did not have a quorum.

Response:

The Authority's Board met six (6) times during FY 2018:

August 1, 2017: 14 members present;

October 3, 2017: 12 members present;

December 5, 2017: 7 members present – Did not have a quorum;

February 6, 2018: 8 members present;

April 3, 2018: There is not an attendance roster nor minutes from this Board Meeting. At the time, the Authority was using Kelly Services to provide a recorder and minutes. The recorder assigned to this meeting breached the contract with DMRA and never produced meeting minutes, despite multiple attempts by DMRA to obtain minutes; and

June 5, 2018: 11 members present.

The Board met six (6) times during FY 2019:

August 7, 2018: 12 members present;

September 11, 2018: 9 members present;

November 6, 2018: 10 members present;

January 6, 2019: 9 members present;

March 5, 2019: 9 members present; and

May 7, 2019: 10 members present.

Financial Information

6. What were the authority's revenues and expenditure for Fiscal Years 2018 and 2019?

Does the authority carry a fund balance? If yes, please provide additional relevant

information regarding the fund balance.

Response:

For FY 2018, the Authority's revenues were $176,914 and expenditures were $185,101.

Auditing for FY 2019 has been in progress since August 5, 2019, but is not complete. Mid-audit, the Authority believes revenues were $269,660 and expenditures were $258,585, with a fund balance of $106,508 at the end of FY 2019, subject to further examination and verification.

7. What per diem or travel reimbursements do authority members receive? How much was

paid to authority members in Fiscal Years 2018 and 2019?

Response: None. Section 2.6 of the Bylaws of the Doe Mountain Recreation Authority states:

> "*Members of the Board shall serve without compensation, except reimbursement for actual traveling expenses and other necessary expenses incurred in the performance of their official duties, such expenses to be reimbursed from such funds as may be available to the Authority. All reimbursement for travel expenses shall be in accordance with the provisions of the comprehensive travel regulations as promulgated by the Department of Finances and Administration and approved by the Tennessee Attorney and Reporter*."

No per diem or travel reimbursements were requested or paid to Members in Fiscal Years 2018 and/or 2019.

8. Please provide a list of fees collected and indicate whether these fees were established

through rule or through state law.

Response: DMRA collects User Pass Fees established through rule, found at Chapter 0485-01-01-.07

9. Please provide information about the total amount of User Pass Fees collected in Fiscal Years 2018 and 2019.

Response: In FY 2018, the Authority collected $50,887 in User Pass Fees.[1] In FY 2019, the Authority collected $61,586 in User Pass Fees.

Sunshine Law, Public Meetings, and Conflict of Interest Policies

10. Is the authority subject to Sunshine law requirements (Section 8-44-101 et seq., Tennessee Code Annotated) for public notice of meetings, prompt and full recording of minutes, and public access to minutes? If so, what procedures does the authority have for informing the public of meetings and making minutes available to the public?

Response: Yes. Public notice of Authority meetings is posted at the Johnson County Court House. Prior to the Authority's website difficulties (discussed in response to questions #13 and #14, below), meetings and other announcements were posted on the DMRA website; the Authority will resume this practice in Fall 2019 (FY 2020) when its website has been rebuilt. Minutes of all Board meetings and Executive Committee minutes are created and retained for inspection in the Authority's Administrative Office.

11. Does the authority allow for public comment at meetings? Is prior notice required for public comment to be heard? If public comment is not allowed, how does the authority obtain feedback from the public and those they regulate?

Response: Yes, public comment is invited at each Board meeting and is a standing item for each meeting agenda. Prior notice is not required for public comment to be heard.

12. Does the authority have policies to address potential conflict of interest by authority members, employees, or other state employees who work with the authority?

Response: Yes. The Board's by-laws provide as follows:

Section 9. Conflicts of Interest

[1] The Authority is now aware that this figure disagrees with the total for "licenses and permits" listed in the FY 2018 audit conducted by MG Group at page 11 of said audit. The Authority believes the source of disagreement is a deposit of $501 in permit funds made to the Johnson County Trustee on 4/5/2018 which was erroneously coded as "Other federal through state" by the Trustee on the receipt for the deposit. The figure shown here, of $50,887 is, in fact, the total of permits sold by the Authority during FY 2018.

Board members are officers of the State for purposes of their duties on the Board. As such, they accept the responsibilities of a public trust. Board members must be cognizant of the potential for a conflict of interest or an apparent conflict of interest between an official act and any financial or business interests of the Board member or the Board member's immediate family. No Board member shall participate in any way in any decision, effort, or function which could result in his or her financial benefit.

Any Board member who believes that he/she may have a potential conflict of interest must immediately notify the Chair of the Board and the attorney for the Board of the nature of the conflict. The Executive Committee of the Board, after legal consultation, will determine whether recusal or some other action is required to remedy any conflict or potential conflict.

The Authority does not have an official policy addressing potential conflicts of interest with employees or other state employees who work with the Authority. However, in FY 2019, the Authority's six Board Committees began a policy development process that identifies policy needs as flagged by the Executive Director in his first year of employment. That process will be completed in FY 2020 and will include an expanded conflicts of interest policy.

13. Does the authority have a website? If so, please provide the web address. What kind of

public information is available on the website?

Response: Yes. The URL address is doemountaintn.com and the previously existing URL of doemountain.org redirects to the same site. Information available on the website includes trail rules, User Permit rates, description of the facility and basic contact information. A calendar function, as well as provisions for selling/issuing User Permits online were included in building the site, but have never properly functioned. As a result, DMRA resolved to build a new site when funds to do so became available. Although the rebuilding process was delayed due to the Board's enactment of severe budget cuts in FY 2019, DMRA engaged Germain Media, LLC in July 2019 to begin the process of building a more suitable and functional website in early FY 2020.

14. Please provide information on any marketing and/or advertising efforts implemented in

the last two fiscal years. Have these efforts resulted in increased use of the Doe Mountain Recreation Area?

Response: Marketing efforts in FY 2018 included continuation of engaging L.I.N. Digital/WJHL to boost DMRA's presence on Facebook. That agreement began in March 2017 (FY 2017) and continued to the end of November 2017 (during FY 2018). Viewed over the entire term of the engagement, DMRA experienced significant growth in "likes" and "follows" of the DMRA Facebook page; however, DMRA lacked a functional website for most of that period and informally asking visitors how they heard of Doe Mountain did not reveal any sizeable mention of posts generated by L.I.N. Digital. DMRA also continued struggling with confusion created by the fact that its official Facebook page ("Doe Mountain Destination") was getting no traction with visitors, while a pre-existing unofficial (user created) page

entitled “Doe Mountain Recreation Area” was dominated by posts and comments actually relating to Doe Mountain in the Coconino National Forest near Sedona, Arizona.

After choosing to end the engagement with L.I.N. Digital/WJHL at the end of November 2017, reliance on Facebook presence was primarily placed on the Authority’s Executive Director and Mr. Dennis Shekinah, a volunteer on the Authority’s Marketing and Outreach/Business Development Committee. The two have been the primary drivers of ongoing success with Facebook and Instagram marketing since that time. At the end of FY 2017, the Authority’s Facebook page had 1,787 followers. By the end of FY 2019, the number had reached 4,148, an increase of 232%. More discussion about the Authority’s Facebook page appears in the Addendum to this response at pages 4-6.

The Authority purchased space on an outdoor billboard through Lamar Companies of the Tri-Cities for the period running 9/25/2017 through 9/23/2018 for $2,112.00. The billboard was located along US Highway 421 and targeted traffic coming into Mountain City from Boone, North Carolina. Although the billboard generated some traffic to Doe Mountain, the Authority was forced to cut marketing budget to a minimum during FY 2019 and outdoor billboard advertising of this type was eliminated.

During FY 2018, the Authority hosted a Trek Bicycles E-Bike (electric mountain bike) demonstration and invited the public for a free ride on its non-motorized and Multi-use trail system. The event was covered by a blogger and generated sufficient interest to schedule the event again for Summer 2019. Unfortunately, that event was rained out and has yet to be rescheduled by Trek Bicycle. A “Jingle Bell Ride” was held during December 2017, attracting approximately 30 participants for an organized ride across the trail system.

In FY 2019, DMRA sought to remedy ongoing problems with its website, including viruses, keylogger malware, lack of staff with IT capability and a website developer who breached his contract.

During FY 2019, DMRA participated as a non-profit sponsor of the “Meet the Mountains” festival organized by the Northeast Tennessee Partnership (NETREP). The Authority partnered with the Mountain Trail Riders Association, Inc. (MTRA) to a host a booth at the festival and provided complimentary Doe Mountain day permits for attendees. This event did not yield the turn-out anticipated, so the Authority chose not to participate the next year.

On January 1, 2019, the Authority held its inaugural “First Day Hike” and invited the community to a free organized hike as an introduction to non-motorized recreation opportunities on Doe Mountain. The event attracted more than 50 participants and received front page coverage in the Tomahawk newspaper.

During FY 2019, DMRA purchased a quarter page ad in the Northeast Tennessee Visitor Guide (rack card and magazine), which was published and distributed by the Northeast Tennessee Tourism Association (NETTA). The Visitor Guide has only recently been distributed by NETTA, so it is too early to determine how DMRA’s placement in the Guide will impact visitor numbers.

Two motorcycle races held during FY 2019 (November 13, 2018 and March 23, 2019) attracted large crowds of participants and spectators to Doe Mountain. In partnership with multiple other agencies, including the Northeast Tennessee Regional Economic Partnership (NETREP), the Authority participated in the 250K Tennessee Tree Day.

Throughout FY 2019, the Authority executed its obligations under a Marketing Grant obtained from the Tennessee Department of Tourist Development by boosting multiple Facebook posts during Fall 2018 and Spring 2019. The results of that highly successful effort are discussed in the Addendum to this Report, at pages 6-7. With Board approval, the Authority distributed approximately three hundred complimentary day permits to Off-Highway Vehicle dealerships across the area as a means of introducing new OHV purchasers to Doe Mountain.

In short, funding for marketing was extremely limited during FY 2019 due to cutting about 67% of its operating budget. The Authority instead emphasized free (and some paid) social media and events as its primary means of marketing. The two motorcycle races held on Doe Mountain resulted in a significant interest from dirt bike riders, as evidenced by sizable increases in permit sales across the second half of FY 2019. Despite many challenges and, as importantly, despite some of the wettest weather on record during 2018 and into 2019, sales reached new highs during FY 2018 and again in FY 2019. **Permit sales increased 30.1% during the past two fiscal years, growing from $47,333 at the end of FY 2017 to $61,586 in FY 2019.**[2] Compared with FY 2016, the last full year before hiring the Executive Director, annual permit sales were 59.4% higher at the end of FY 2019. Momentum continues building, with $10,095 collected in July 2019, creating a new all-time record for monthly permits sales. Already, the Authority has collected more than $17,000 in permit sales to start the first quarter of FY 2020.[3] By any measure, the Doe Mountain Recreation Area is rapidly developing into a popular regional adventure tourism attraction.

Reports, Major Accomplishments, and Proposed Legislative Changes

15. What reports does the authority prepare concerning its activities, operations, and accomplishments? Who receives copies of these reports? Please provide a link to any such reports issued in Fiscal Years 2018 and 2019.

Response: The Executive Director presents a report at each Board Meeting outlining activities, operations and accomplishments, and said report is thereafter memorialized in the Board minutes, which are available for viewing at the Authority's Administrative Office or available electronically upon request. The Agenda for each Board Meeting, together with Meeting minutes and associated materials, are distributed to interested parties, which have included the State Representative and State Senator for Johnson County throughout FY 2018 and 2019, as well as others, such as the Mountain Trail Riders Association (a 501c(3) user group). A financial audit is conducted annually. An Annual Report as required by the Tennessee Secretary of State is filed with the Secretary's office each September.

On occasion, the Authority has received requests for information from members of the Legislature and state agencies. During FY 2018, the Authority responded to such a request by letter to the requestor,

[2] Notably, the permits sales probably could have been higher had the Authority not been forced to implement a reduction in office hours, frequently closing on Tuesdays and Wednesdays during off-season FY 2019, as part of major budget cuts during the Fiscal Year.

[3] Permit revenue deposited 7/1/2019 through 8/30/2019 totals $17,816.

Senator Lundberg. During FY 2019, the Authority responded by letter to questions posed by then-Commissioner Triplett of the Tennessee Department of Tourism Development.

16. What were the authority's major accomplishments during Fiscal Years 2018 and 2019?

Response:

Spring 2017: Appalachians Outdoor Adventures, a small equestrian guide service based in Watauga County, North Carolina, began operating guided rides on Doe Mountain. Within a month, the company purchased four ATVs for motorized guide options. By year's end, the company had expanded to seven ATVs. In Summer 2018, the company relocated to Johnson County and expanded its fleet of ATVs to 14 vehicles. In Spring 2019, the company purchased its first UTV (Side by Side) for guided touring and added two more UTVs during July 2019. The company's owners plan to continue expansion this year.

July 2017: Corn Creek Camp and Cabins opened in Johnson County. Although not directly targeting Doe Mountain Recreation Area traffic, the owner has recently purchased a second tract of land within a half mile of Doe Mountain, with a stated long-term plan for constructing a second campground.

September 2017: Single Track Trail M7 opened, currently the most challenging trail for mountain bikes and dirt bikes.

October 2017: With unanimous support from the Board, the Authority executed a Carbon Development & Marketing Agreement with Blue Source LLC, a carbon consulting firm, that will result in eight years of forest carbon mitigation revenue being generated by the conservation of Doe Mountain's forest resources. Trail 15, linking Doe Mountain Recreation Area to the Pioneer Village Shopping Center in Mountain City was rebuilt to accommodate increasingly popular UTV (Side by Side) traffic. Simultaneously, DMRA opened Single Track Trail M1 for mountain bikes and dirt bikes.

February 2018: A short pedestrian path off DMRA Trail 21 was opened, leading to a new panoramic overlook of the Roan Creek Valley at a location later named "Flint Knob."

Late Spring 2018: Dean Kirby's ATV Rentals began operating. The company originally owned two ATVs for rental, adding two UTVs during 2018. During Spring 2019, the company added a third ATV and two UTVs to their fleet, including a six-passenger touring UTV in early summer 2019.

September 2018: Two bridges across Harbin Creek were opened, along with a re-routed section of Trail 112 and an extension of Trail 110 to create a complete non-motorized loop for mountain biking and hiking.

October 2018: DMRA completed clearing a fire defensive perimeter around the historic Kettlefoot Fire Lookout Tower to eliminate hazards near the structure. The Authority also completed construction of the Grouse Ridge Canopy View, a platform providing a panoramic view of Doe Valley, built at tree canopy level to encourage birdwatching opportunities.

November 2018: DMRA held the inaugural "Doe Harescramble" dirt bike racing, attracting 59 contestants racing on a course over three miles long.

December 2018: Major structural repairs were completed on the historic Kettlefoot Fire Lookout Tower at the summit of Doe Mountain.

March 2019: Single Track Trail M1 was extended and opened to mountain bikes and dirt bikes. DMRA held its second race of the new "Doe Harescramble Racing Series," attracting 79 contestants and a large crowd of spectators to over 4.5 miles of racing course.

April 2019: Single Track Trail M0 was completed and opened for mountain bikes and dirt bikes.

May 2019: Rehabilitation of four miles of DMRA Main Trail 1 was completed. **The governments for Johnson County and Town of Mountain City each voted to contribute $25,000 in matching funds to support application for $1 million Phase 2 of a TDEC Recreational Trails Program grant (pending Federal Highways Administration approval).**

June 2019: Rehabilitation of Trail 25, linking Main Trail 1 with the historic Kettlefoot Fire Lookout Tower was completed. The first offering of forest carbon credits was sold, resulting in net revenue of $117,089.78.

July 2019: Single Track Trail M3 was opened to mountain bikes and dirt bikes. With the opening of this trail, DMRA has reached more than 25 miles of single track trail open for operation.

August 2019: Trail 13, specifically designed to accommodate larger UTVs and for use as a loop for beginner riders and OHV dealer demo events, was completed.

17. Please describe any items related to the authority that require legislative attention and

your proposed legislative changes.

Response: There are items of legislative attention that would enhance operations at Doe Mountain. Those include:

A) DMRA has Tourist Oriented Directional Signs at the northern intersection of Harbin Hill Road and State Highway 67. Per prior discussions with the TDOT District Engineer, these are the only signs permissible for DMRA to place on State Highway 67 absent legislation authorizing TDOT to allow installation of larger and more appropriate signs.

B) DMRA obtained a narrow route across an adjoining property owner's land to build a connector multi-use trail leading from Doe Mountain property to the Pioneer Village Shopping Center in Mountain City. However, the corridor obtained involves a very steep trail where water from surrounding hills collects, routinely leading to severe trail damage from storms and requiring virtually constant maintenance. The route is unsustainable and presents a public safety concern. If a State OHV Zone were created on State Highway 167 for less than ½ mile from Rainbow Road to Dotson Lane, DMRA could pursue an alternative, likely more sustainable, path for OHV visitors to visit and patronize services in the Town of Mountain City.

C) Because the Authority is not administratively attached to a particular state agency, confusion surrounds the Authority's ability to access state legal support services for a wide variety of issues, such as property boundary disputes, contracts review, and policy development. A

change to the Authority's existing legislation that codifies state legal support services is badly needed.

18. Should the authority be continued? To what extent and in what ways would the absence

of the authority affect the public health, safety, or welfare of the citizens of Tennessee?

Response:

Yes. The Authority stands by its previous responses of record to this question as provided for the Sunset public hearings held in 2013, 2015 and 2017 and incorporates them by reference. The Authority has been very actively pursuing its mission to enhance local economic impact. Beneficiaries of visits generated by the Authority's operation of the Doe Mountain Recreation Area include these businesses directly accessible by trail:

Campgrounds: R&D Campground, 900 Mining Town Road, Mountain City, TN 37683;
Roan Creek Campground, 205 Morefield Road, Butler, TN 37640;

Convenience: Marathon, 995 S. Shady Street, Mountain City, TN 37683;

General: Fred's Super Dollar, 100 Pioneer Village Drive, Mountain City, TN 37683;

Grocery: Hometown Grocery Salvage, 995 S. Shady Street, Mountain City, TN 37683;
Price Less Foods, 220 Pioneer Village Drive, Mountain City, TN 37683;

Outfitters: Appalachians Outdoor Adventures, PO Box 411, Vilas, NC 28692;
Dean Kirby's ATV Rentals, 125 Columbia Street, Mountain City, TN 37683;

Restaurants: Hardee's, 141 Pioneer Village Drive, Mountain City, TN 37683;
McDonalds, 955 Shady Street, Mountain City, TN 37863;
Panda Garden, 170 Pioneer Village Drive, Mountain City, TN 37683;
Poblano's Mexican Grill, 203 Pioneer Village Drive, Mountain City, TN 37683; and
Subway, 150 Pioneer Village Drive, Mountain City, TN 37683.

To provide a more objective and comprehensive response to this question, the Authority reached out to the public for comment and received responses that are contained in Exhibit B, attached hereto and incorporated herein by reference.

Responses received from area businesses included:

- *"We built our campground because of Doe and our continued success is dependent on the growth and viability of Doe."*[4]
- *"We chose our location with the idea that the Doe Mountain Recreation Area would provide a venue that would bring in tourists and establish us as a place to stay while in Johnson County."*[5]

[4] Rita Cowan, co-owner of R&D Campground, email dated 8/23/2019, attached as Exhibit B-1.
[5] Roan Creek Campground, undated letter, attached as Exhibit B-2.

- *"Part of the reason I took the risk of establishing my business in Laurel Bloomery is because I believe in my community and I believe Johnson County is on the upswing. Doe Mountain and the DMRA are a big part of that upswing."*[6]

- *"Yesterday I sent DMRA Executive Director Tate Davis a short video that he posted on the Facebook page offering positive proof DMRA is impacting our community. The footage showed 15 atv's* [sic] *buying gas adjacent to my store. I could – and now know the importance of visutal evidence – will provide more pictures and videos of this sustainable impact on the local economy."*[7]

- *"Recently, we have purchased property in the Doe Mountain area of Johnson County and plan to expand with the buildings for vehicle storage and maintenance/repair facilities at this location. Our business brings in tourist vacationing in neighboring NC resort spots to Johnson County, TN that would not learn about the beauty of the TN Appalachian Mountains also bringing their current vacation dollars as well as potential future vacation plans."*[8]

Responses received from regional recreation partners included:

- "*Although our county is distant from any Tennessee State Park, DMRA provides one of the few venues for OHV enthusiast to recreate on public land in Northeast Tennessee."*[9]

- *"We would love to work closely with Doe Mountain Recreation Authority and to see you expand into more regions of Northeast Tennessee that border Virginia so more opportunities can be realized…We hope that you are successful in growing your organization and getting the support you need from the State and local officials and we hope to be able to learn from each others' experiences, partner on interstate trail development, marketing and making sure the 4 corners of the earth know about the incredible natural beauty our region has to offer and the insurmountable opportunities available for recreation and tourism as we introduce our mountains to the world."*[10]

Responses received from environmental and/or conservation groups included:

- *"Forests promote positive physical and psychological health benefits associated with the proximity of natural environments. Time spent in the forest boosts the immune system; lowers blood pressure; reduces stress; improves mood; increases ability to focus; enables relaxation and stress alleviation; stimulates social cohesion; encourages physical activity; and reduces exposure to air pollutants, noise and excessive heat."*[11]

Responses from community groups included:

- *"I partner with Doe Mountain Recreation Area to promote walking, hiking, and biking as a way of healthy living. DMRA has been a key partner to holding many public hikes (free or at lower*

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[6] Cody Matheson, Matheson Sales & Service, undated letter, attached as Exhibit B-3.
[7] Jeff Pardue, Hometown Grocery Discount/Salvage, email received 8/29/2019, attached as Exhibit B-4.
[8] Dyan & Scott Watkins, Appalachians Outdoor Adventures, undated letter, attached as Exhibit B-5.
[9] Johnson County Trails Association, letter dated 8/25/2019, attached as Exhibit B-6.
[10] Southwest Regional Recreation Authority, letter dated 8/29/2019, attached as Exhibit B-7.
[11] Watauga Conservation Committee of Tennessee Chapter, Sierra Club, undated letter, attached as Exhibit B-8.

cost) to those participating in specific walking programs…I believe DMRA is providing a strong service to locals, improving their overall well-being, health, assisting with tourism and local economy."[12]

Responses from interested visitors included:

- *"Our children and grandchildren are learning to respect nature while enjoying the safe and well maintained trails…My husband has been fighting stage 4 cancer since 2016. Doe Mountain and the R&D campground have provided a serene place for us to go so that my husband can relax, rest and do the things he loves."*[13]
- *"I have been riding at Doe Mountain for the last 3 years or so, I enjoy the trails there and we have dined, purchased fuel, supplies and camped in Johnson County."*[14]
- *"When we visit DMRA, we typically spend 2 nights in the local hotels or primary camping facilities and enjoy 3 days of riding. We've probably visited DMRA 6-8 times over the 12-18 months…DMRA has become one of the top 'go-to' facilities along the entire east coast for dirt biking not only because of the terrain, but primarily because of the staff that manages and maintains the facility."*[15]
- *"When I volunteer at the Welcome Center, I meet and talk to people who are visiting Johnson County because of the DMRA. It seems inevitable that tourism must be the future of Johnson County, and Doe Mountain is a most attractive part of our county*."[16]

In carrying out its mission to conserve and preserve natural resources, the Authority has implemented an innovative carbon mitigation project, creating revenue in the process of protecting the forest on Doe Mountain for the next forty (40) years. During Spring 2019, the facility was visited by a birding team from The Nature Conservancy, which identified more than thirty species in less than two and a half hours onsite. To encourage bird watching opportunities, the Authority constructed the Grouse Ridge Canopy View platform during October 2018, which was, in fact, the final stop for the TNC birding team and some species of birds were identified there.

Beyond providing citizens with recreational opportunities, the Authority has attracted volunteers, several of whom view trail work and patrolling the property as a means of exercise. During FY 2019, the Authority documented more than 460 hours of donated service. Doe Mountain has served as a venue for local residents to serve court-ordered community service, with some individuals choosing to serve all of their hours working at the facility and, proudly, a few choosing to continue as Trail Ambassadors even after completing their required service.

Absence of the Authority would require careful transition planning due to future management obligations created during the Authority's management of Doe Mountain. Pursuant to DMRA's June 2019 verification and registration as an approved, forest carbon project generating carbon mitigation

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[12] Sarah A. Ransom, University of Tennessee Family & Consumer Sciences/4-H Extension Agent II, dated August 22, 2019, attached as Exhibit B-9.
[13] Email from Kevin & Robin Rich, received August 23, 2019, attached as Exhibit B-10.
[14] Email from Larry Dark, received August 23, 2019, attached as Exhibit B-11.
[15] Email from Shane Barton, received August 23, 2019, attached as Exhibit B-12.
[16] Email from Janie Lipford Gentry, received August 22, 2019, attached as Exhibit B-13.

revenue, the Authority is legally obligated for forty (40) years to protect, conserve, and regularly monitor the mountain's forest resources to ensure that the property sequesters more carbon in its timber stock than is released via management activities.

Over the course of the Authority's existence, it has also obtained a federal 2013 Recreational Trails Program Grant (Grant No. 42494) and, therefore, taken on perpetual obligations for maintaining projects completed under said grant. Pursuant to the Recreational Trails Program 2014 Project Manual, "As the site of the grant project is dedicated to public recreation in perpetuity, the grantee is responsible for developing and maintaining said site in accordance with the following:

1. Hours of operation are to be reasonable and convenient to the public. The site is to be managed and maintained in a safe and attractive manner appropriate for use by the general public. Restrooms must be unlocked during normal operating hours each day.
2. All facilities are to be open and accessible to the public on a non-exclusive basis without regard to age, gender, religion, or physical limitations.
3. All facilities must be in compliance with the ADA, Title VI of the Civil Rights Act of 1964, and Section 504 of the Rehabilitation Act of 1973. All federally required posting of signs at the grant project site must be in place as well.
4. Fees (if any) must be reasonable and non-discriminatory to non-residents of the city/county. Higher fees may be charged for non-residents; however, they cannot exceed twice that charged to residents.
5. As the project site is dedicated to public recreation, the project land (as defined by the project boundary map) may not be converted to any other use than its intended use.
6. Underground wiring must be used in conjunction with project scope and contract unless official justification for overhead wiring is approved by the Director of RES with adequate documentation as to why the utilities cannot be located underground. Wiring includes any utility wiring and is not limited to electrical.
7. If project includes a playground, surface material must be commercial grade with the current ASTM certification and a Head Injury Criterion (HIC) test must be performed and passed with the appropriate PARTAS consultant on-site to oversee testing. HIC test results and ASTM surface material certification must be submitted to the appropriate PARTAS consultant.

The project site dedication is to be verified by a recorded legal instrument, Notice of Limitation of Use (NLU), filed with the Registrar of Deeds in the county where the project site is located." [17]

At the request of the Chairman of the House Government Operations Committee, all agencies that provide responses to questions as part of the Q&A process should also provide the following information.

1. Identification of the appropriate agency representative or representatives possessing substantial knowledge and understanding of the responses provided to the sunset review questions.

[17] Recreational Trails Program 2014 Project Manual, Issued August 26, 2014, Section 4.03, at page 44, available online at https://www.tn.gov/content/dam/tn/environment/documents/2014-rtp-project-manual.pdf.

Response:

V. Tate Davis, Executive Director of Doe Mountain Recreation Authority;

Daniel Reese, Chair of Doe Mountain Recreation Authority;

Mike Taylor, Vice-Chair of Doe Mountain Recreation Authority;

Gabrielle K. Lynch, Secretary of Doe Mountain Recreation Authority; and

Frank Arnold, Treasurer of Doe Mountain Recreation Authority.

2. Identification of the appropriate agency representative or representatives who will respond to the questions at the scheduled sunset hearing.

Response:

V. Tate Davis, Executive Director of Doe Mountain Recreation Authority;

Mike Taylor, Vice-Chair of Doe Mountain Recreation Authority; and

Gabrielle K. Lynch, Secretary of Doe Mountain Recreation Authority.

3. Office address, telephone number, and email address of the agency representative or representatives who will respond to the questions at the scheduled sunset hearing.

Response:

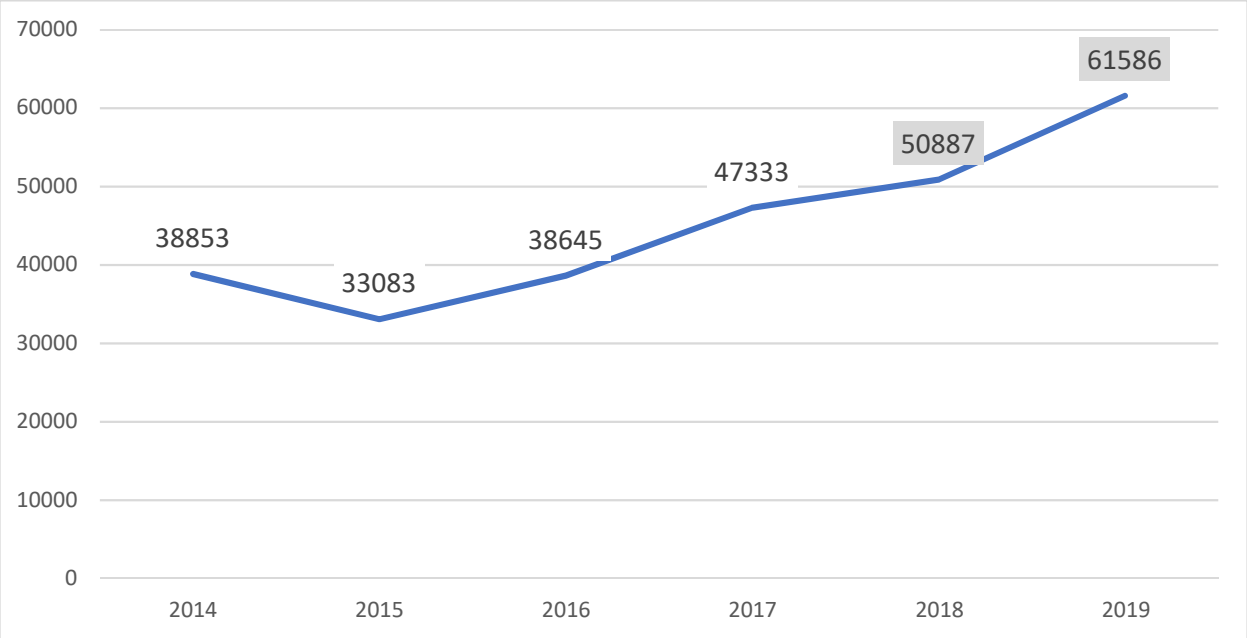
V. Tate Davis, DMRA Executive Director, 1203 Harbin Hill Road, Mountain City, Tennessee 37683; telephone (423) 460-1295; email: DMRA@johnsoncountytn.gov;

Mike Taylor, Johnson County Mayor, 222 West Main Street, Mountain City, Tennessee 37683; telephone (423) 727-9696; email: Mayor@johnsoncountytn.gov; and

Gabrielle K. Lynch, The Nature Conservancy, P.O. Box 58, Trade, Tennessee 37691; telephone (423) 471-0700; email: Glynch@TNC.org

Doe Mountain Recreation Area ADDENDUM
State of Tennessee Sunset Hearing
September 17, 2019

Annual Revenue from Permits Over Life of Project:



Revenue from permit sales rose by more than 30% over the past two fiscal years.

Permit Sales by month:

	FY 2017	FY 2018	FY 2019	FY 2020
July	3020	7249	6185	10,095
August	3981	4583	4363	7721
September	3455	4824	4368	
October	3970	5288	5293	
November	3262	4080	4166	
December	2404	2445	3314	
January	2708	1925	3568	
February	5417	1983	3009	
March	2858	3069	7567	
April	4395	6171	6750	
May	6267	3750	6910	
June	5596	5520	6093	
TOTAL	**47,333**	**50,887**	**61,586**	

Survey of Visitor Residency: Note well, this data shows the residence of the permit holder (typically the OHV driver), but is not the same as a total of individual visitors because a given permit may list as many passengers as their Off-Highway Vehicle is constructed to hold (e.g., the one permit issued to a Nevada resident, as listed below, could cover as many as six actual visitors). Note also, many Non-Residents purchase DMRA annual permits and this data also does not reflect the actual number of visits;

just the number of permits issued[1]). To mitigate expense and also in accordance with the DMRA user permit fee structure, the Authority typically issues one day permit per vehicle. The fact that Non-Resident visitors account for the majority of purchasers of permits validates Doe Mountain's status as a growing regional outdoor adventure attraction.

July 2018 (FY 2019):

TN: 97	WV: 3	NV: 1
NC: 128	CA: 2	PA: 1
VA: 20	NY: 2	
FL: 20	MA: 2	
SC: 10	AL: 2	
GA: 2	IA: 2	

Non-Resident Total: 195
Resident Total: 97
Mix: 66.8% Out of State permits

July 2017 (FY 2018):

TN: 108	CA: 6	AL: 1
NC: 136	TX: 6	WV: 1
VA: 3	NY: 2	VT: 1
FL: 33	WI: 2	
SC: 6	MS: 2	
GA: 1	MO: 1	

Non-Resident Total: 201
Resident Total: 108
Mix: 65.0% Out of State permits

October 2018 (FY 2019):

TN: 85	OH: 7	CA: 1
NC: 114	CO: 3	KY: 1
VA: 9	NY: 2	PA: 1
FL: 26	NJ: 2	Foreign: 1
SC: 11	AL: 2	
GA: 1	MT: 1	

Non-Resident Total: 182
Resident Total: 85
Mix: 68.2% Out of State permits

October 2017 (FY 2018):

TN: 71	MD: 7
NC: 115	NY: 3
VA: 15	IL: 3
FL: 16	OH: 2
SC: 7	DE: 2
GA: 4	PA: 1

Non-Resident Total: 175
Resident Total: 71
Mix: 71.1% Out of State permits

November 2018 (FY 2019):

TN: 75	KY: 5
NC: 52	MN: 2
VA: 3	MA: 2
FL: 5	WI: 1
SC: 1	CA: 1
GA: 0	

Non-Resident Total: 72
Resident Total: 75
Mix: 49% Out of State permits

November 2017 (FY 2018):

TN: 85	TX: 4
NC: 107	OH: 1
VA: 9	AL: 1
FL: 3	MA: 1
SC: 3	
GA: 3	

Non-Resident Total: 132
Resident Total: 85
Mix: 60.8% Out of State permits

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[1] For instance, review of June and July 2019 Annual permit sales showed 62 permits purchased by Tennessee residents; 34 by North Carolina residents; 15 by Virginia residents; 2 by South Carolina residents; 1 by an Alabama resident; 1 by a Florida resident; 1 by a Maryland resident; 1 by a New York resident; and 1 by a Texas resident; thus, 47% of the annual permits sold were purchased by Non-Residents.

Doe Mountain Recreation Area ADDENDUM
State of Tennessee Sunset Hearing
September 17, 2019

April 2019 (FY 2019):

TN: 107	NY: 5	HI: 2
NC: 182	NJ: 5	IL: 2
VA: 23	WY: 2	PA: 2
FL: 10	TX: 2	Foreign: 2
SC: 7	WI: 2	
GA: 8	CA: 2	

Non-Resident Total: 256
Resident Total: 107
Mix: 70.5% Out of State permits

April 2018 (FY 2018):

TN: 105	IL: 5
NC: 125	CA: 2
VA: 14	MA: 2
FL: 7	MI: 2
SC: 7	IA: 2
GA: 5	OH: 2

Non-Resident Total: 173
Resident Total: 105
Mix: 62.2% Out of State permits

May 2019 (FY 2019):

TN: 90	OH: 4	TX: 2
NC: 128	IN: 4	OR: 2
VA: 8	CT: 3	
FL: 16	MA: 2	
SC: 10	DE: 2	
GA: 7	IL: 2	

Non-Resident Total: 190
Resident Total: 90
Mix: 67.9% Out of State permits

May 2018 (FY 2018):

TN: 48	PA: 2
NC: 84	AZ: 1
VA: 10	TX: 1
FL: 10	OH: 1
SC: 5	
GA: 2	

Non-Resident Total: 116
Resident Total: 48
Mix: 70.7% Out of State permits

June 2019 (FY 2019):

TN: 104	MA: 3	DE: 2
NC: 118	NY: 2	IN: 2
VA: 18	MD: 2	AL: 1
FL: 17	TX: 2	WY: 1
SC: 6	IA: 2	CO: 1
GA: 5	IL: 2	

Non-Resident Total: 184
Resident Total: 104
Mix: 63.9% Out of State permits

June 2018 (FY 2018):

TN: 67	OH: 8
NC: 125	IN: 7
VA: 15	PA: 3
FL: 19	TX: 2
SC: 5	KY: 1
GA: 0	

Non-Resident Total: 185
Resident Total: 67
Mix: 73.4% Out of State permits

FY 2019 Avg: 64.4% Out of State permits **FY 2018 Avg: 67.2% Out of State permits**

Extrapolating the data, during FY 2018 and 2019, 65.8% of permits were issued to out of State visitors. The economic impact generated by out of State visitors creates an important multiplier effect since a visitor coming to Doe Mountain from within Tennessee would very likely have already contributed to Tennessee's coffers in the first place; the high proportion of non-resident visitors coming into Johnson County from other places truly generates new revenue Tennessee would not likely have received

otherwise. Due to staffing limitations, the Authority sampled its June permits to analyze the proportion of permits sold to non-County residents, finding:

June 2019 (FY 2019):

Tennessee Resident permits: 104
Johnson County, TN Resident permits: 29
Other Tennessee County Resident permits: 75
Mix: 72.1% Out of County permits

County Residents Proportion of permits: 10.1%

June 2018 (FY 2018):

Tennessee Resident permits: 67
Johnson County, TN Resident permits: 17
Other Tennessee County Resident permits: 50
Mix: 74.6% Out of County permits

County Residents Proportion of permits: 6.7%

Synthesized together, our review of permit data reveals, the majority of permits are issued to visitors coming into Tennessee to recreate or vacation and the overwhelming majority of resident permit purchasers are traveling into Johnson County. While DMRA's internal ability to measure State and local economic impact is very limited, our raw data strongly suggests DMRA is creating significant positive results for the State of Tennessee, Johnson County, Tennessee and the Town of Mountain City. Given Johnson County's rural character and the fact it is bordered by Virginia and North Carolina, the fact that some 91.6% of the permits issued by DMRA are to visitors coming from other places is strong evidence Doe Mountain is helping Johnson County mitigate some sales tax leakage, which has been a well-documented longstanding challenge for our community.[2]

DMRA Facebook Page Followers:

	FY 2017	FY 2018	FY 2019	FY 2020
July	1290	1787	2714	4148
August	1302	1874	2771	4215
September	1304	1963	2827	
October	1314	2034	3000	
November	1329	2099	3102	
December	1338	2159	3178	
January	1346	2180	3213	
February	1361	2311	3322	
March	1391	2329	3368	
April	1539	2465	3521	
May	1603	2553	3584	
June	1730	2637	4101	
Change	**440**	**907**	**1464**	

DMRA Page Followers grew by 232% over the past two years.

[2] Average of June 2018 and 2019 permits issued to Johnson County residents totals 8.4% of total permits issued.

Note: The original "Doe Mountain Destination" Facebook page was merged with an older unofficial (user created) "Doe Mountain Recreation Area" page in 2018. Relatively few Facebook users associated our project with the "official" page and instead tagged or mentioned the unofficial "Recreation Area" page. Although clearly labeled "Doe Mountain *Recreation Area*," most posts and most followers of the page were focused on Doe Mountain in Sedona, Arizona (part of the Coconino National Forest). Thus, a great deal of turnover has taken place as DMRA gained full control of the page and it became clear that Doe Mountain Recreation Area is located in Johnson County, Tennessee. We estimate more than half of the page followers in 2017 were actually fans of the Sedona, Arizona property.

DMRA Facebook Page Reach:

During FY 2016, only two social media posts generated any significant reach:

Post Date	Reach
7/13/2015	734 users
5/11/2016	354 users

The situation remained much the same in FY 2017, with only one post on 1/22/2017 reaching 585 Facebook users. In the wake of hiring an Executive Director in February 2017, greater marketing emphasis began generating positive results. The top three posts of FY 2018 (ranked) were:

Post Date	Reach
3/20/2018	21,600+ users
6/12/2018	10,300+ users
12/30/2017	3,800+ users

In total, 26 DMRA Facebook posts each reached more than 1,000 users during FY 2018.

During FY 2019, 88 individual Facebook posts have reached more than 1,000 users, with 15 of those posts exceeding reach of 5,000 users. The top three posts of the year (ranked) were:

Post Date	Reach
3/26/2019	39,800+ users
6/21/2019	38,900+ users
8/31/2018	20,400+ users

The DMRA video posted on 6/21/2019 has been viewed more than 32,700 times to date. The video posted on 3/26/2019 has been watched more than 26,000 times. Those are not isolated accomplishments. Videos posted on November 18, 2018 and January 5, 2019 were each viewed more than 4,000 times; video posted 8/30/2018 was viewed more than 5,800 times and another video posted on 10/12/2018 was viewed more than 9,900 times. These are remarkable achievements, even the acclaimed Hatfield & McCoy Trails, with more than 147,000 Facebook page followers and the full marketing might of the State of West Virginia, would wish to attain. Astoundingly, the results outlined here are not the product of engaging a trendy marketing/media company. DMRA paid *nothing* for actual production of social media posts regularly reaching thousands of people online. The photos and footage were taken, edited and posted by the DMRA Executive Director and a DMRA Marketing Committee volunteer. When we analyzed

social media performance and compared results from engaging L.I.N. Digital/WJHL over an eight-month period in calendar year 2017 to those obtained by DMRA itself over the same period in 2018, DMRA's in-house marketing yielded better results.[3] Thanks to a Marketing Grant from the Tennessee Department of Tourism Development, DMRA's one-half match for boosting posts on Facebook cost $375. *In fact, that $375 from Tourism represents the total of direct State of Tennessee operational funding received by the Authority for all of FY 2019*.

Business Development:

In February 2017 (FY 2017), Appalachians Outdoor Adventures (AOA) began operating a guided equestrian tour service at Doe Mountain. Prior to coming to Doe Mountain, the company offered guided horseback riding at Moses H. Cone Memorial Park, in Watauga County, North Carolina. Within months of operating on Doe Mountain, AOA added guided ATV tours. Initially, the company purchased four ATVs, to accommodate two visitors and two guides. Since that time, AOA has dramatically expanded operations, eventually moving most of its operations into Johnson County, Tennessee. At the end of June 2019, AOA was operating 14 ATVs and 1 UTV (Side by Side) in addition to continuing to provide equestrian tours. During July 2019, the company added two more UTVs and it plans additional expansion during FY 2020. The dramatic growth of this company is illustrated by the increase in sales of permits to AOA:

FY 2017	FY 2018	FY 2019	FY 2020 (Through 8/26/2019)
1058	5794	6066	1426

Permit revenue from Appalachians Outdoor Adventures increased 573% over the past two fiscal years.

In Spring 2018, Dean Kirby's ATV Rentals began operating in Johnson County. At start up, the company owned two ATVs. During 2018, the company added two UTVs. In 2019, the company added a third ATV and a six-passenger touring UTV. Currently, Kirby's ATV Rentals offers machines for rental across the area, with the renters being responsible for purchasing permits to access Doe Mountain Recreation Area. Although the Authority cannot easily distinguish Kirby's customers from other permit purchasers, having rental OHV equipment available in Johnson County has certainly been beneficial for all parties.

In October 2016, the Authority opened a trail connecting the recreation area with Pioneer Village Shopping Center in Mountain City. As built, the trail was extremely narrow and primarily offered ATV and dirt bike riders access to the shopping center. During October 2017, the trail was reconstructed and improved to encourage greater access to UTV riders. The trail currently offers visitors access to five restaurants, one gas station/convenience store and a grocery store. The Authority remains optimistic it can increase OHV access in Mountain City, with one recent proposal for an expanded OHV Zone inside the city limits offering the potential to add seven more restaurants, another gasoline station/convenience store and another grocery store to the mix.

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[3] DMRA paid approximately $1,000 monthly to L.I.N. Digital/WJHL to boost Facebook presence from March 2017 through November 2017. Over that period, Facebook followers increased by 768 (average of 96 per month). With DMRA staff handling the assignment from March 2018 through November 2018, Facebook followers increased by 849 (average of 106 per month). Already, Facebook followers have increased by 780 between March 2019 and July 2019 (average of 156 per month).

Surprising (to some) Facts:

According to www.WVNews.com , the *Hatfield & McCoy Trails (HMT)* publicized reaching 42,000 permits sold for the first time in 2017 with "more than 1,000 miles of trail" in operation.[4] During FY 2018, DMRA sold 2,189 permits, or 5.2% of the number HMT sold, despite only operating about 50 miles of trail (5% or less of the mileage operated by HMT). These figures demonstrate that DMRA is matching or perhaps even outperforming the Hatfield & McCoy Trails system in terms of permits sold per mile of trail in operation. Moreover, DMRA typically issues one day permit per vehicle, choosing to reduce overhead costs by not requiring each individual in a vehicle to possess a separate, individual permit (e.g. a UTV with four occupants on the HMT would create four permits; at DMRA the same UTV would carry one permit). If DMRA followed West Virginia's Hatfield-McCoy Trail practice of issuing each and every individual a separate permit, the raw number of permits for DMRA would significantly increase, resulting in an even more favorable permit-to-mile of trail ratio.

According to a social media post in July 2019, the *Spearhead Trails located in Southwest Virginia* claims the user "permit only pays for about 20% of the cost to operate the trails." The same post stated, "This was as low as 10% in the past and we think we can get enough riders to hopefully have permits pay for 50% of the costs in the future at the current rate if we continue to grow."[5] In comparison, permit sales accounted for about 33% of DMRA's operating budget in FY 2018, about 52% in FY 2019 and permits are expected to cover 36% of the FY 2020 operational budget recently adopted by DMRA.

Conclusion

In summary, the Doe Mountain Recreation Area has made significant progress and improvements in the number of visitors, the number of trail permits sold and there is a definitive positive sales tax impact to the local economy through the development of local businesses.

The information provided in this Addendum shows that the future is bright for the Doe Mountain Recreation Authority, Johnson County and the Town of Mountain City!

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[4] Source: Wvnews.com 12/26/2017 (https://www.wvnews.com/news/wvnews/west-virginia-atv-tourism-expanding-hatfield-mccoy-system-adding-miles/article_84f1ac63-b487-5db6-9e76-aa84f71bc1de.html). Presumably "more than 1,000 miles of trail" could mean anything from 1,000.1 miles of trail to 1,099.9 miles of trail.

[5] Source: Facebook posting by Spearhead Trails on July 21, 2019:
https://www.facebook.com/spearheadtrails/posts/10162146621135154?__xts__%5B0%5D=68.ARBndSq7bQnhiLP55bDOQ_3KayTyMZUKXeEV76wXkilvXIGX1oRedxZX2Nwn_TxCXsw1-Qk0YI9p0eY8BFLsHVHQWTECFLskahkZMdKStKuSXGg7M53WOH1d09XNzX-6AE4isPv0DtLBlzgKfQqjKukCZfx3valDNf0h-_-jqKoVXJTAjPOui1lSNOH2FjM5I2Xd2myiNB_SVeAXX2h8nAlDiIWszVvdM3Ll7P6nPbyBhx2lnL1kav983r7Eh7dp0QLIlS6z-Y2mx5jJe9D3CW3dRpHS0d_sseAY8qM3zYL4iU1LnL43_nnOr2UiHrK9oMc2aLprNjJONcmWbjnd&__tn__=K-R

DMRA Review

From: Dennis Shekinah <randdcampground@gmail.com>
Sent: Fri, Aug 23, 2019 at 11:20 am
To: Mike Taylor
Cc: R&D

I am a co-owner of R&D Campground which abuts Doe Mountain Recreation Area and enjoys having direct access to its trail system. We built our campground because of Doe and our continued success is dependent on the growth and viability of Doe.

Doe Mountain has become a major draw for tourist who would otherwise pass through our county on their way to other tourist areas. For many local business people Doe Mountain is an answer to prayers for getting tourists to notice us. Doe Mountain has help put Johnson County on the map!!

Please consider all sides of this important issue as you conduct your review.

Rita Cowan
(423) 534-4785
randdcampground@gmail.com
http://randdcampground.com

Roan Creek
Campground

Roan Creek Campground
205 Morefield Rd.
Butler, TN 37640
423-768-0012

To whom it may concern:

I am writing in response to the state inquiry concerning the Doe Mountain Recreation Areas and its importance to the economy and the community in it's surrounding area. Roan Creek Campground was established with the intent of providing lodging and camping for tourists that come to Johnson County to enjoy the many outdoor activities that our area has to offer. We chose our location with the idea that the Doe Mountain Recreation Area would provide a venue that would bring in tourists and establish us as a place to stay while in Johnson County.

Since our establishment in 2014 we have continued to experience growth in our revenue and have been able to add to our services that we provide to tourists. As we have increased our rental capacity it has in turn brought an increase to other local businesses. Doe Mountain Recreation area has been very instrumental in placing Johnson County on the map as a tourist destination. It has been our experience from speaking with guests, that the mountain has brought an increase in real estate sales to the area as people increasingly look at building or buying vacation homes in Johnson County. Others are making plans to invest in the area as they see the potential for needed services due to the increase in tourists making their way to Johnson County.

The impact of Doe Mountains closure would be felt by many. Roan Creek Campground is one of many businesses that depends on Doe Mountain for its continued success in Johnson County. There has been an outpouring of support from our local community and many hours of service have been donated to ensure the success of Doe Mountain. I ask that you carefully consider the impact that the closure of Doe Mountain would have on an area that has previously lacked the resources to become successful in the tourism market place.

Sincerely,

Dannie and Donna Walker

Cc/ Timothy Hill, TN Rep
Jon Lundberg, TN Senator

SALES
MATHESON
SERVICE

6300 Highway 91 N, Laurel Bloomery, TN 37680 Telephone - Office: 423-727-3069; Cell: 423-291-3181

Dear Tennessee Joint Government Operations Committee:

I write in complete support of the Doe Mountain Recreation Authority in Mountain City, Tennessee. I am the owner of Matheson's Sales & Service in Laurel Bloomery. Like many folks from Johnson County, I work full-time at Utility Manufacturing in Glade Spring, Virginia. I recently purchased property and established my own business selling storage buildings and carports to supplement my income. I collect Tennessee Sales tax (8.5%) from the sale of buildings, pay business, property and sales tax to the State of Tennessee and I also pay income tax to the State of Virginia.

Part of the reason I took the risk of establishing my business in Laurel Bloomery is because I believe in my community and I believe Johnson County is on the upswing. Doe Mountain and the DMRA are a big part of that upswing. I have seen more ATV, Side by Side and motorcycle traffic in and around Mountain City over the last three years than ever before. I see these people in our convenience stores, at our restaurants and at our gas pumps. As a Johnson County native, I know the vast majority of these folks come here from other places to ride Doe Mountain. I, myself, own a season pass.

I have no earthly idea why the State of Tennessee would ever consider closing Doe Mountain. As a matter of fact, I'd like to have someone from the State Government tell me why you aren't putting a lot more money and backing behind Doe Mountain. Most of the people I meet visiting DMRA tell me they heard about it from a friend or they found it on the internet. That's great, but I think you can and I think you should do a whole lot more to build on what Doe Mountain is doing. If you did that, maybe a few less of us here would have to spend so much time and money commuting to work outside of Tennessee and paying Virginia or North Carolina for the privilege of having a job.

I understand you asked what would happen if DMRA were gone. I think you already know the answer because I think you already know how many of us here are driving out of Tennessee everyday to make a living. Here's my question to you – what are you putting into building up businesses and employers in Johnson County? I don't expect I'll get a letter answering that question, but I do expect whatever decision gets made in Nashville on DMRA will be what I'll carry with me the next time I vote.

Sincerely,

Cody Matheson

Cody Matheson

Do NOT close DMRA

From: jeff pardue <jdpard66@hotmail.com>
Sent: Thu, Aug 29, 2019 at 11:50 am
To: mayor@JohnsoncountyTN.gov

Mayor Taylor,

As a native and current resident of Johnson County the mention of DMRA closing is alarming and disheartening.

I grew up here, left for 20 plus years and returned 11 years ago. Since returning I have opened four businesses in the county: Teammates Pizza (sold but still in operation), Butler Trading Post (currently leased to Johnson County natives and current residents). I currently operate Hometown Grocery Discount/Salvage and a commercial-property lawn service.

I have a vested and passionate interest in the growth and development of our county!

Yesterday I sent DMRA Executive Director: Tate Davis a short video that he posted on the Facebook page offering positive proof DMRA is impacting our community. The footage showed 15 atv's buying gas adjacent to my store. I could - and now knowing the importance of visual evidence - will provide more pictures and videos of this sustainable impact on the local economy.

There is no doubt DMRA offers wholesome, safe and MUCH needed growth for current and future generations.

Considering recent changes to local ordinance related to the sale of alcohol, and the accompanying benefits for profound tax revenue to support our counties infrastructure, closing DMRA seems to me a tragic and short-sighted mistake.

It seems to me the potential financial and socioeconomic benefits and opportunities DMRA offers our community are historic manifestations of HOPE for future Johnson Countians and statewide allure for increased tourism.

Thank you for your representation as our mayor and all those who are working so passionately and selflessly to develop our economy and share our majestic resources.

Very respectfully,

Jeff Pardue
'Business owner and Proud citizen'

Appalachians Outdoor Adventures

www. Appalachiansoutdooradventures.com

828-297-1289

TN Joint Government Appropriation Committee

C/O Johnson County Mayor: Mike Taylor

Mr. Chairman, Members of the Committee and Staff,

My name is Dyan Watkins, I along with my husband Scott Watkins own an adventure tourism business, Appalachians Outdoor Adventures, operating in the mountains of NC and TN. When Doe Mountain Recreation Area was created we saw an opportunity to combine our equine trail tours with ATV/UTV tours and operate in the same location. We have been successful in doing so by expanding from 4 atv machines to 14 atv machines in just 3 years and the addition of 3 family size UTVs. Our customers have responded positively to the services that Appalachians Outdoor Adventures and DMRA provide them. Recently, we have purchased property in the Doe Mountain area of Johnson County and plan to expand with the buildings for vehicle storage and maintenance /repair facilities at this location. Our business brings in tourist vacationing in neighboring NC resort spots to Johnson County, TN that would not learn about the beauty of the TN Appalachian Mountains also bringing their current vacation dollars as well as potential future vacation plans. Please consider this when planning for DMRA's future. Personally, we have fallen in love with the community and area in Johnson County and are relocating our home and family to same. The continuing operation of Doe Mountain Recreation Area is essential to our continuing business success and personal well-being of the Watkins family.

Thank you for your consideration.

Dyan and Scott Watkins

Dyan Watkins

Johnson County Trails Association
P. O. Box 16 Mountain City, TN 37683

August 25, 2019

Doe Mountain Recreation Area Board of Authority
222 West Main St.
Mountain City, TN 37683
Attn: Executive Director: Tate Davis

Dear Tate

This is to advise that the Board of Directors of the Johnson County Trails Association continues to endorse the mission of the Doe Mountain Recreation Area Board of Authority to develop and manage the recreational use of Doe Mountain in accordance with the master plan that has been developed.

We also applaud the success of the operation over the past year especially to attract a considerable increase in tourist dollars to Johnson County. Doe Mountain is an incredible natural resource for the residents of the community; however, it also represents an excellent economic resource to help revitalize our local economy. Although our county is distant from any Tennessee State Park, DMRA provides one of the few venues for OHV enthusiasts to recreate on public land in Northeast Tennessee. Doe Mountain is home to a diverse ecological community, including many plants and animals that are rare in Tennessee; Doe Mountain is also part of the headwaters of the Tennessee River. Continuing to maintain DMRA is the best option to protect and promote this State and local resource.

Tate, please feel free to share our position of support expressed here with any government authority, including the Joint Government Operations Committee.

Sincerely,

Noel H. Moon, Jr.
President

Spearhead Trails
P.O. Box 1594 – 502 Front Street East
Coeburn, Virginia 24230
(276) 807-7581
www.SpearheadTrails.com

August 29, 2019

Dear Mr. Davis:

The Southwest Regional Recreation Authority also known as Spearhead Trails was created in 2008 by the General Assembly of the Commonwealth of Virginia to help create a new outdoor recreation economy in the poorest areas of the state including the 7 coalfield counties of Virginia. We were also tasked with building interstate trail systems and want to connect to trails in West Virginia, Kentucky, and in Tennessee. We would love to work closely with Doe Mountain Recreation Authority and to see you expand into more regions of Northeast Tennessee that boarder Virginia so more opportunities can be realized. We work very closely with Hatfield and McCoy Trails in West Virginia. We hope to be connected to the three surrounding states this time next year with OHV connection to West Virginia. A nonmotorized connection was recently made to Kentucky, and we are working on our Powell River Blue Trail that will connect to the Tennessee Powell River Blueway. We also hope to connect a trail through the Cumberland's from the Gap to the Appalachian Trail in Tazewell county. We see a great economic benefit of possibly working across state lines with abandoned rail and one day have excursion trains and rail bikes economies.

Trail Authorities can become tremendous assets to the regions they serve working to build outdoor recreation economies outside of state parks, with charters that give them government benefits, but with some flexibility of the private sector. We currently have over 550 miles of trails throughout 7 counties and our economic impacts have grown from 9 million in 2017 to 18.8 million in 2019 we support 198 FTE jobs today up from 94 in 2017. Of the 550 miles of trails we operate on almost the entire amount is on private property including timber tracks, coal tracks, and gas wells. In next 3 years our trails will approach 800 miles and our economic impacts will be at close to 50 million per year with FTE jobs supported at about 500. Many property owners donate the use of their lands for our recreational trails and place our armed Rangers on the trails; which they receive the benefit of free security, insurance, and overall reduced risk. We work closely with State Forest and prevented 6 forest fires in the last 3 years. We work closely with State Parks often working together in marketing and in the future, we are working on connecting trails on private properties to public state and local trails. We partner with USDA Forest opening old trails and campsites that they have had to close or allow to go to disrepair bringing in private foundation funding when needed. We are working with Game and Inland Fishery and helped with law enforcement, clean-up of lakes and streams, and our next project will include sportsman's complex to promote hunting with public ranges currently absent in our region.

The overall vision of our organization depends a great deal on what we can do across county and state lines to present our region of Appalachia as a premier destination for national and international travelers. Who are beginning to locate near our trails as great places to live? We hope this trend continues and grows at a faster rate.. We do not compete with the private sector and in a way, we are like a linear state park, but our focus is economic development. Our trails would not be sustainable based on our user permits alone and most of our

funds come from State funding and local county and municipal contributions. We use these funds to match state, federal and private grants and to secure our operations and maintenance funds as well as fund our marketing program which we try and reach over 200 million a year with shows, video, radio, social media, trade shows, and print materials. Our organization to function has trail development, trail maintenance, administration, marketing, and economic development as our focus areas. We often bridge gaps between what other state and federal agencies cannot do due to lack of funding, resources, or policies that would inhibit creation and maintenance of significant outdoor recreation assets.

We hope that you are successful in growing your organization and getting the support you need from the State and local officials and we hope to be able to learn from each other's experiences, partner on intestate trail development, marketing and making sure the 4 corners of the earth know about the incredible natural beauty our region has to offer and the insurmountable opportunities available for recreation and tourism as we introduce our mountains to the world. If you have any question or if your various state and local agencies would like to learn more about us please feel to contact our Executive Director, Shawn Lindsey at 276 274-6068 or director@spearheadtrails.com.

Sincerely,

Jack McClanahan

Jack "Mack" McClanahan

SIERRA CLUB
TENNESSEE CHAPTER

Doe Mountain Recreation Authority (DMRA) combines recreation and economic development goals with conservation preservation of Doe Mountain for current and future generations to share and enjoy.

Forests promote positive physical and psychological health benefits associated with the proximity of natural environments. Time spent in the forest boosts the immune system; lowers blood pressure; reduces stress; improves mood; increases ability to focus; enables relaxation and stress alleviation; stimulates social cohesion; encourages physical activity; and reduces exposure to air pollutants, noise and excessive heat.

We recognize Doe Mountain as home to a diverse ecological community including many plants and animals that are rare in Tennessee. University and college professors bring students for field work on Doe Mountain. Wildlife watchers and sportsmen agree this highlands migration highway offers abundant sightings of song birds, black bear, wild turkey, grouse, rabbit and deer.

Doe Mountain Recreation Area features the recently restored Kettlefoot Fire Tower for its historical, cultural and recreational destination value. Kettlefoot is one of few Civilian Conservation Corps constructed fire towers accessible to the public in Northeast Tennessee. Visitors enjoy a 360-degree bird's eye view of Appalachian and Blue Ridge Mountains in Virginia, North Carolina, and Tennessee.

We applaud DMRA BOD and staff's continuing search for expertize, data collection and professional direction of forest management on Doe Mountain while conserving the cultural heritage and compounding the natural resource benefits of 'keeping forest as forest'. Thanks for all you do.

Gloria Griffith, Chair

Watauga Conservation Committee of the TN Chapter Sierra Club

423-727-4797 GLa4797@embarqmail.com

UT EXTENSION
INSTITUTE OF AGRICULTURE
THE UNIVERSITY OF TENNESSEE

TENNESSEE STATE UNIVERSITY
Cooperative Extension

Johnson County
212 College Street
Mountain City, TN 37683
office: 423-727-8161
fax: 423-727-4505

August 22, 2019

Tennessee Joint Government Operations Committee of TN Legislature
Governor of Tennessee – Bill Lee
Mayor of Johnson County – Mike Taylor

RE: Doe Mountain Recreation Area

Dear Tennessee Joint Government Operations Committee of TN Legislature,

Hello, my name is Sarah Ransom and I work with University of Tennessee Extension in Johnson County. I have been serving in this role for six and a half years. The county work I do is based upon needs assessments conducted every year. According to every needs assessment conducted physical activity opportunities within the county have always been high. Our rates of obesity, diabetes, chronic conditions and especially these rates in our children are rising. This decreases their lifespan, and impacts workplace attendance, finances, cost of medical care and more.

I partner with Doe Mountain Recreation Area to promote walking, hiking, and biking as a way of healthy living. DMRA has been a key partner to holding many public hikes (free or at lower cost) to those participating in specific walking programs. January 1, 2019 we had over forty-seven people attend our First Day Hike. While some were avid hikers, many of these were our Tennessee families struggling with obesity. Everyone participated and loved every minute of it. DMRA has helped promote our Walk Across Tennessee Walking Challenge (6-week challenge) by providing areas to walk in nature, door prizes and walking park passes for those competing. These individuals participating in Walk Across TN have logged 70,101.46 miles in just 12-weeks over the last two years. At the conclusion of the program, individuals who reported better stress levels, more motivation, weight loss of 50+lbs., more endurance and improved balance. DMRA has been instrumental in providing safe areas to walk for our families.

DMRA is a great source for walking exercise. However, they provide outlets for bikers, ATVs, and horses also. DMRA holds historical information with the Fire Tower, the various plants and land history. Outside of being just a great place for physical activity – DMRA brings tourism into our county (increasing revenue for local businesses), it showcases some of Johnson County's natural beauty and provides a great escape in nature. I believe DMRA is providing a strong service to locals, improving their overall well-being, health, assisting with tourism and local economy. DMRA is an important part of our community. I hope that we will continue to keep it open and utilized in the coming generations.

Sincerely,

Sarah Ransom

Sarah A. Ransom
The University of Tennessee
Family & Consumer Sciences/4-H Extension Agent II

Doe Mountain Termination

From: Kevin <kevinrich@charter.net>
Sent: Fri, Aug 23, 2019 at 3:22 pm
To: mayor@johnsoncountytn.gov
Cc: sen.jon.lundberg@capitol.tn.gov, rep.timothy.hill@capitol.tn.gov

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Dear Sirs:
Please do not close Doe Mountain. It has literally changed our lives.

Aside from being a beautiful wilderness area, it has been a wonderful place for our family and friends to enjoy being together. We all enjoy riding our dirt bikes, UTVs and ATVs. Our children and grandchildren are learning to respect nature while enjoying the safe and well maintained trails. Mountain City and the surrounding community have welcomed us out-of-towners so graciously we feel right at home. We love it so much we even renewed our vows at Doe Mountain.

My husband has been fighting stage 4 cancer since 2016. Doe Mountain and R&D campground have provided a serene place for us to go to so that my husband can relax, rest and do the things he loves. We have not really figured it out, but when we camp it is the only time he will voluntarily take a nap. Yes, we live near Asheville NC which also has its share of renowned outdoor activities, however there is one very big problem...it is over-crowded and not friendly!! No relaxing here.

We come to Doe Mountain 2 to 3 times a month, even in the winter. We ride and hike doe Mountain and even Kayak, fish and rent pontoon boats in nearby Lake Watauga. We frequent local stores, restaurants, the farmers market and festivals. We love the community and have made many new friends along the way. We absolutely appreciate everything your area has to offer.

Please do not take away this beautiful and special place away. Doe Mountain is the center of it all.

Sincerely,
Kevin and Robin Rich
PO Box 1232
Fairview, NC 28730
828-713-4939

Doe Mountain Recrecational Authority

From: Larry Dark <gatordark@hotmail.com>
Sent: Fri, Aug 23, 2019 at 2:18 pm
To: mayor@johnsoncountytn.gov

Dear Mr. Taylor

My name is Larry Dark. I live in Jonesborough Tn. I have been riding at Doe Mountain for the last 3 years or so, I enjoy the trails there and we have dined, purchased fuel, supplies, and camped in Johnson County. I think it would be a shame for Doe Mountain to close to OHV use. I have seen what has happened to some of the other "trail towns" like St Paul Va. They seem to have grown and prospered from the activity brought in from the trail systems. If Doe did anything it should expand.

thank you
Larry Dark

Dark's Designs in Leather
126 Cottonwood Drive
Jonesborough, TN 37569
(423)753-6008
gatordark@hotmail.com
http://www.facebook.com/darksleathergooods/photos_albums
??

Doe Mountain Recreation Area

From: Shane Barton <shane.m.barton@gmail.com>
Sent: Fri, Aug 23, 2019 at 1:05 pm
To: mayor@johnsoncountytn.gov

Dear Mayor Taylor,

I received word through an off-road motorcycle community suggesting that Doe Mountain Recreation Area ("DMRA") needs to justify it's continued operations beyond June 30, 2020.

My family resides in the Raleigh, NC area. My son and I are off-road enthusiast and spend the majority of our free time traveling to western North Carolina and eastern Tennessee to ride in the most desireable riding facilities, DMRA is and has been at the top of our list. DMRA continues to impress us with their facility as they provide a safe and enjoyable destination to do what we love, riding dirt bikes. That's my "father son" time and we have made so many memories at DMRA. When we visit DMRA, we typically spend 2 nights in the local hotels or primarily camping facilities and enjoy 3 days of riding. We've probably visited DMRA 6-8 times over the 12-18 months.

I'm not exactly clear on what the issues are with keeping DMRA open, but I would like to assure you, the off-road community would be terribly saddened to see a premier facility like this go away. DMRA has become one of the top "go-to" facilities along the entire east coast for dirt biking not only because of the terrain, but primarily because of the staff that manages and maintains the facility. It's top notch! If you were to follow some of the social media outlets for riding enthusiats, you would see DMRA name appear on a daily basis.

Thank you so much for your time and consideration.

Best regards,
Shane Barton
Apex, NC
919-219-3194

DMRA

From: janie_gentry <janie_gentry@yahoo.com>
Sent: Thu, Aug 22, 2019 at 2:48 pm
To: mayor@johnsoncountytn.gov

Dear Mr. Mayor,
I just saw the announcement that DMRA must justify its continued existence. I would like to go on record in support of the Recreation Authority.
I see the increased numbers of tourists in Mountain City due to the accessibility of the trails on Doe Mountain. When I volunteer at the Welcome Center, I meet and talk to people who are visiting Johnson County because of the DMRA.
It seems inevitable that tourism must be the future of Johnson County, and Doe Mountain is a most attractive part of our county.

Sincerely,
Janie Lipford Gentry

Sent from my Samsung Galaxy smartphone.

Doe Mountain

From: Amy Henson <achenson@yahoo.com>
Sent: Wed, Aug 28, 2019 at 8:05 pm
To: mayor@johnsoncountytn.gov

My husband and I have enjoyed Doe Mountain Recreation Area very much. My husband grew up riding motorcycles on Doe Mountain. He knows it like the back of his hand. He is over the ambassador program and has donated many, many days working on trails and patrolling. I am a nurse and have enjoyed spending time in nature with my family. Johnson County really needs this for families to be able to enjoy nature at its best. Sincerely, Edward and Amy Henson
Sent from my iPhone

Doe Mountain Aviation Services, LLC

611 Airport Rd.

Mountain City, TN. 37683

Joint Government Operations Committee

When my fellow Johnson County department head Tate Davis informed me that there was a committee making an decision on whether to allow Doe Mountain Recreation Area to continue to operate, I was in complete shock and I still am. Why would this kind of action even be on the table for consideration after all the hard work, funds, marketing, trail improvements and the effort and time it took by the local government officials to put this vital resource in place?

I've been managing Johnson County Airport here in Mountain City for over seven years now and ALL of my experiences with The State Of Tennessee have been nothing less than a positive response towards the growth and economic development for our community, so shutting down Doe Mountain Recreation Area goes against everything I thought the State was working towards.

We are all working tirelessly to improve our community by making Johnson County a desirable place to relocate to and with our breathtakingly beautiful resources, have a large tourism impact... and it's working! Doe Mountain Recreation Area is at the center of this short and long range goal for our community and the thought of having it shut down would undermine everything we've all been working for and be a huge setback for many of the local businesses that are relying on the tourism factor that the recreation area provides.

The Airport is located right across the street from the Recreation area and I get to see and hear the growing amount of activity up on the mountain. When I get the rare chance I go for a trail ride myself and witness the growing amount of users along with the numerous improvements my buddy Tate Davis has poured his heart into. Have any of you come up and ridden the trails? You really need to before putting the operation of the facility on the chopping block....

Sincerely,

Dave Garris

Manager

Johnson County Airport (6a4)

Dave Garris FBO operator 423-946-0507 email jcairport@icloud.com web www.johnsoncountyairport.com

Keep Doe Mountain Recreation Area

From: Richard Wallace <richardwalla99@gmail.com>
Sent: Mon, Aug 26, 2019 at 8:31 pm
To: mayor@johnsoncountytn.gov

Mayor Taylor

I am a local home owner and I am very concerned about the loss of Doe Mountain Recreation Area!

To loose this very important area for the people of Johnson county and all the surrounding areas! If we loose the use of this access to the trail system it will greatly impact the tourism and the people who live there!

The people of Johnson County are counting on you to speak up for all of us and do the right thing! Keep Doe Mountain Recreation Area open and accessible for all the people in your district!

Thank you for showing you care about the people of Johnson County!

Richard Wallace

Doe Mountain ATV park

From: John Robinson <jo.rob45@yahoo.com>
Sent: Sat, Aug 24, 2019 at 9:45 am
To: mayor@johnsoncountytn.gov

My name is John. I live in Bakersville North Carolina. Doe mountain is the closest ATV park to me and I ride there several times each year. We always go down into town to eat and sometimes buying parts at motorcycle shop. There are no places to ride near my home. Traveling to oak ridge TN and up in Virginia is not cheap. Please make every effort possible to keep it open. Thank you.

Doe Mountain Recreation

From: Minh Thai <ito_man216@yahoo.com>
Sent: Fri, Aug 23, 2019 at 9:18 pm
To: mayor@johnsoncountytn.gov

Dear Mayor Taylor,

My name is Minh Thai. I live in Lenoir, NC and have rode the trail system for Doe Mountain Area. It takes me 1 hour 15 minutes to get there. I like riding new places that fairly close by and so does my riding buddies. I ride a dirt bike and always have a riding partner that I meet up with to ride together for safety reasons. I don't want to get hurt and/or in a predicament by myself. I have rode up there three or four times since last year and rode in the harescramble race that was put on by the local trail riders club in January I think it was. These harescramble and enduro races that gets put on at Doe Mountain will bring more and more riders to the area. Some will camp out at the race, stay at local hotel, or at a nearby camp ground.

There will be a lot of lost revenue from OHV (off road vehicle) riders to the city of Mountain City. Me personally, I like the idea of being able to ride into town to get a bite to eat or just anything from a store. It is less that I have to pack in the trails. Look at The Hatfield McCoy trail system in West Virginia. It's not just the locals that ride the trails, people come from all over to ride those trails. Most go and stay for a couple days to ride.

Right now Doe Mountain is going thru the proper channels to get more trails made.
It is a young OHV riding area trying to connect trails together. The more trails made, the more riders will ride an area.
It will be safer if the trails run in one direction and not both ways. There are countless possibilities for the growth of Doe Mountain Recreation. Right now the right people are trying to get the trails made to have more trails.

I hope you do not plan on closing this riding area down,

Minh Thai

doe mountain

From: Andrea Burgess <harmonythroughhorses@gmail.com>
Sent: Fri, Aug 23, 2019 at 4:37 pm
To: mayor@johnsoncountytn.gov

Dear Mayor,
Please share with the legislature that I am an avid dirt bike rider who travels almost two hours from Asheville NC to ride at Doe Mountain. It is a really special place that I and many of my riding friends would be very upset to see close. Access to nature is key and places to ride motorized vehicles are rare on the east coast. We put a fair amount of money into the economy by traveling to Doe Mountain between fuel, food and lodging. In addition we pay $18 per person to ride. Please express our strong encouragement to keep Doe Mountain open for the benefit of TN and general Applachian mountain citizens.
Thank you!

Andrea Burgess, LCSW, LCAS-R
harmonythroughhorses.com
828.337.8468

trail

From: Kathleen McAbee <jbscak2@gmail.com>
Sent: Sun, Aug 25, 2019 at 5:07 pm
To: mayor@johnsoncountytn.gov

Images not displayed. **SHOW IMAGES** | **ALWAYS SHOW IMAGES FROM THIS SENDER**

John Norris is important to me and the trail is important when I can visit him.

Mailtrack Sender notified by Mailtrack

Doe mtn.

From: mike essick <iride84me@yahoo.com>
Sent: Fri, Aug 23, 2019 at 9:57 am
To: mayor@johnsoncountytn.gov

I just wanted to let you know how much this place (Doe Mtn) has helped our County. If you travel the roads anytime Saturday or Sunday you'll see truck after truck hauling atv utv
To spend time in our beautiful mountains. I hear people all the time telling how beautiful of a place this is. This brings more money to our town via food and restaurants or gas. Thanks for your time Mike
Sent from my iPhone

Doe Mountain

From: Brooks, Jodie L <Jodie.Brooks@balladhealth.org>
Sent: Fri, Aug 23, 2019 at 10:10 am
To: 'mayor@johnsoncountytn.gov'

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image001.jpg (14.7 KB)

Images not displayed. **SHOW IMAGES** | **ALWAYS SHOW IMAGES FROM THIS SENDER**

Hello Mayor,
We really enjoy riding Doe Mountain with our dirt bikes and ATV's. We buy Annual passes every year since it has opened. We buy gas and eat out when we are there. There are places in Johnson City to ride mountain bikes and hike but not really ride dirt bikes or ATVs. We would really be devastated it this was taken away. It is good clean family fun and a great way to enjoy the outdoors as an individual or a family. Please fight to keep this open for motorcycles and ATVs. There are not many places to ride in our area and this is our family fun time as often as we can do it.
Thank you so much

Jodie Brooks RN
Support RN
Ballad CVA Heart Institue
2428 Knob Creek Road Suite 201
Johnson City, TN 37604
423-262-4447 desk
Jodie.brooks@balladhealth.org
Image result for ballad health logo

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Doe Mountain

From: Randy Dandurand <usarandy@hotmail.com>
Sent: Fri, Aug 23, 2019 at 11:01 am
To: mayor
Cc: Danny Herman

Good morning Mike. It was brought to my attention that there could be an issue with state funding of the Doe Mountain area. Senator Mike bell is against our community . As you have mentioned to us, it is essential to keep Doe mountain Vibrant and further develop that area . I have placed a call to Senator Mike bell and his staff. I expressed the extreme need to keep Doe Mountain alive. Thank you for what you do for our community. Randy Dandurand usarandy@hotmail.com ////901-628-5957

Sent from myMail for iOS

Doe Mountain Recreation Authority

From: jan standish <janstandish@hotmail.com>
Sent: Fri, Aug 23, 2019 at 1:57 pm
To: mayor@johnsoncountytn.gov

Dear Mr. Mayor, Please keep Doe Mountain Recreation Area open and available for use by the many outdoor enthusiasts who come here to enjoy our beautiful mountain forests and who spend much needed $$$ money in town while they are here. I have several friends who regularly drive up here from other towns & cities, and while here spend $$$ dollars for camping @ R & D or other area campgrounds, also buying groceries and gas, and eating out at local restaurants. This is a unique experience for many out-of-towners many of whom return home and tell and/or bring their friends up to our rural community which benefits economically from these tourists in so many ways. In addition, spending a weekend, week or longer experiencing the great outdoors has a huge health benefit ie fresh air and exercise, enjoying/making friendships outside around campfires, and appreciating new places and experiences, for our visitors who otherwise might just be home, watching tv, etc, another oh well how dull weekend, without the thrill and extra enjoyment, making wonder-filled memories at Doe Mountain Recreation Area, in our beautiful mountains & forests.
Thank You.
Sincerely,
Jan Standish
672 Stage Coach Loop
Mountain City, TN. 37683

Sent from my Verizon Wireless 4G LTE smartphone

Doe Mountain Recreation Area

From: Steve Tolley <Steve.Tolley@fbitn.com>
Sent: Thu, Aug 22, 2019 at 10:18 am
To: mayor@johnsoncountytn.gov

image001.jpg (5.1 KB)

Images not displayed. **SHOW IMAGES** | **ALWAYS SHOW IMAGES FROM THIS SENDER**

Mr. Mayor

I am writing in regards to the possible closure of the Doe Mountain Recreation Area. In my opinion this would be a travesty. The Doe Mountain Recreation Area provides a natural attraction to the beautiful mountains of Northeast Tennessee and Johnson County and injects thousands of dollars each year into the local economy. There have been many long hours and many dollars spent creating this place and is an awesome attraction for tourists as well as locals. Please take whatever steps are necessary to fight for this cause and make sure that the funding remains in place to retain this awesome facility.

Thank you so much for your time!

Description:
Description:
Description:
Description:
Description:
cid:image004.jpg@01CCF8F3.34F18830

Thank you,
Steve Tolley
Agent
Washington County Farm Bureau
2102 Bafferson Drive, Suite 1
Gray, TN 37615

(423)467-8900

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Please also advise us immediately if you or your employer does not consent to receipt of Internet email for confidential messages of this kind.

Fwd: Doe Mountain Recreation Area

From: Judy Whitehead <jkwhitehead1958@gmail.com>
Sent: Thu, Aug 22, 2019 at 1:47 pm
To: mayor@johnsoncountytn.gov

Sent from my iPhone

Subject: Doe Mountain Recreation Area

To Mayor Taylor, Good afternoon sir, just want to let you know we love Doe Mountain Recreation in Mountain City. We have been there several times since we bought our RZR's we have 2. When we come we usually bring 15 to 20 buggies with us. Friends and family from Elizabethton, Bluff City, Roan Mountain and Johnson City. It has great trails and beautiful views. Please don't shut it down. We have also camped at R&D campground. We would hate to see Doe Mountain close down.

Thank you

JUDY WHITEHEAD
919 N SYCAMORE ST
ELIZABETHTON, TN 37643
Jkwhitehead1958@gmail.com
423-342-8234

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Doe

From: Joyce Whitehead <jwhitehead5886@gmail.com>
Sent: Thu, Aug 22, 2019 at 4:32 pm
To: Mayor@johnsoncountytn.gov

Mayor Taylor, my name is Joyce Whitehead, I live in Roan Mountain,TN. I just was reading they were wanting to close down Doe, PLEASE don't let them we love it up there, we camp at R&D camp ground, we shop at your stores and even the farms market, there are like 15 side by sides when we are all up there, we all like it we are planning another trip in October for camping and riding, we will be riding more this winter, we ride year around no we don't ever weekend but we do ride, you have good trails, please if there is any way you can help use PLEASE PLEASE do.

Doe mountain recreation

From: jeffcryschambers@comcast.net
Sent: Thu, Aug 22, 2019 at 6:20 pm
To: mayor@johnsoncountytn.gov

Dear Mayor
I am writing to you to let you know that my husband and I really enjoy Doe mountain recreation area. It is the only place we can ride our side by side that is less than 1.5 hours from our house. I think the administration should be looking into expanding and centering tourism around riders. This recreational hobby is expanding greatly throughout lots of communities such as small towns across southwest Virginia, Kentucky and West Virginia.
Please consider the implications it would have on the local riders if Doe Mountain was shut down.
Thank You
Crystal Chambers
Sent from my iPhone

Doe Mountain Trails

From: Penny Whitehead <pennywhitehead82@gmail.com>
Sent: Thu, Aug 22, 2019 at 8:22 pm
To: mayor@johnsoncountytn.gov

Mayor Taylor,

I'd like to ask that you find away to keep the tails open. I have allot friends that ride the trails and camp while they are up there. They shop in the stores while they are there. My family enjoy coming up there to ride cause it's close to home like they say shop small.

Sincerely,

Penny Whitehead

Doe mountain

From: lwhitehead1959 <lwhitehead1959@gmail.com>
Sent: Thu, Aug 22, 2019 at 8:34 pm
To: Mayor@JohnsoncountyTN.gov

Mr.mayor would like to ask your help in keeping Doe Mountain open, have been there several times and my family lives it we camp and ride. If we don't camp we eat at some of the places there. There are several if use at a time just want your help if at all possible

Sent from my Samsung Galaxy smartphone.

Save doe mountain

From: chipmunk thomas <chipmunk79cj5@hotmail.com>
Sent: Thu, Aug 22, 2019 at 9:23 pm
To: mayor@johnsoncountytn.gov

I think the mountain is a great place for a family to go show your kids the beauty on nature. I grew up in these mountains I think it's a great thing to have we don't have much in this town so don't take this away form us to let our kids in joy the mountain as I did when I was young and still do I have been lucky to be part of the trail cleaning through the years plus the town needs this also thank you Chris Thomas

Doe Mtn

From: Chad <chadabrooks@gmail.com>
Sent: Thu, Aug 22, 2019 at 9:57 pm
To: mayor@johnsoncountytn.gov

Mr Mayor, There us a group of 6-7 of us that ride at Doe Mtn 8-10 times a year. We are there at least twice a month from April thru Sept. We buy gas in town, we eat out in different restaurants often, Butler Trading is always high on our list. We average $200 a trip fir the group. This is just our little group of dirt bikers. The economic impact Doe has in Johnson County is huge. That doesn't include the $420 in season passes we get EVERY year. It would be a shame if Doe closed, we would be forced to go back to Spearhead in St Paul, VA. Please keep Doe open.

Thank you,
Chad Brooks

Doe Mountain

From: Wecamp04 <wilsont196@gmail.com>
Sent: Wed, Aug 28, 2019 at 9:01 pm
To: Office.mayor@johnsoncountytn.gov

Mr Mayor
My name is Tom Wilson and as a lifetime resident of Johnson Co. Ifeel we need to keep Doe Mountain open,my wife Dianne a away as Canada enjoying Doe Mountain and Johnson County.It is in my opinion a good asset to Johnson County.And there is ı even better.

Tom Wilson

Fwd: DMRA

From: Dot Gov Email <purchasing@johnsoncountytn.gov>
Sent: Thu, Aug 29, 2019 at 8:51 am
To: mayor@johnsoncountytn.gov, dmra@johnsoncountytn.gov

This came in through the website email.

-Dustin

Sent from my iPhone

Begin forwarded message:

From: Teresa Ransom <transom50@gmail.com>
Date: August 28, 2019 at 7:52:30 PM CDT
To: jococontactus@gmail.com
Subject: DMRA

I would like to give my opinion on the need for a place like Doe Mountain. I grew up in Mountain City and used Doe Mountain for horseback riding and my brother rode his dirt bike there. When I moved back we rode 4-wheelers and horses on Stone Mountain and Calliente then they were closed leaving us no choice but to drive to Virginia and West Virginia for this recreation. We were excited about Doe Mountain and we have enjoyed it. We would like to see more trails open and the trail to the shopping center fixed so that it is safe to navigate. The Mountain gives many possibilities for the area to grow if given the chance. Please read the description given about Mountain City on the site and choose to make Johnson County a place willing to grow and provide recreation for it's residents.

Sent from my iPhone

Doe Mountain

From: Nancy Bryant <nancydeanebryant@gmail.com>
Sent: Thu, Aug 29, 2019 at 10:09 am
To: mayor@johnsoncountytn.gov

We have lived in Mountain City for 12 years. We have been Doe Ambassadors since the program started. We worked Saturdays clearing trails, took First Air training and then went out on the trails greeting folks, checking on permits and safety. Everyone we met raves about Die Mountain. This property is a wonderful asset for Johnson County. Guests on motorcycles, foot, ATVs and horses come from neighboring counties and states. It would be a shame to lose thus gem when the momentum is clearly moving forward.

Nancy & Bill Bryant
5051 Callalantee Dr
Mountain City, TN 37683

DMRA

From: charlene williams <cgw7695@yahoo.com>
Sent: Fri, Aug 30, 2019 at 8:37 am
To: mayor@johnsoncountytn.gov

Hello. I am a parent concerned about the closing of the DMRA. I have 3 sons, ages 25, 21, and 16, along with their friends, who enjoy using the DMRA. I am a concerned parent because of the lack of things in our community for our children and families to do that involve good, clean, fun. DMRA is one of few places that my family can enjoy just that...good, clean, fun.
Before DMRA, we were used to traveling to East Bend NC. That is a 2 hour drive. We could also travel to I-81. That's about 1 1/2 hours away.
Please do not close the DMRA. Our community is so filled with kids, teens, and even young and old adults walking our streets all over our town....it makes me sad to see such images of hopelessness, boredom, and aimlessly wandering. I never want that to be any of my children and thank God it hasn't been. Please keep DMRA open, and allow us this attraction to stay close to home.
It's also a good source to generate income into our community. Please, we need this for our town. Please don't close it.
Thank you,
Charlene Williams

Mayor Mike Taylor, Rep. Timothy Hill, Sen. Jon Lundberg, & Joint Government Operations Committee Members:

Longtime Johnson County residents can recall a time in the not so distant past when folks gathered in Mountain City, which was a booming downtown with a movie theater, several retail stores, and restaurants galore. It seems at least in some ways, we've went backward and have become the forgotten citizens to those who are elected to represent us in Nashville and beyond.

Watauga Lake is a great case in point. This gorgeous lake is divided between Carter and Johnson Counties. More than half of Watauga Lake's shoreline lies within the Cherokee National Forest and one would think there would be pubic access galore for swimming, fishing, picnicking, etc. and, in fact there is, **but it is all available in Carter County**. It seems Johnson County was "forgotten" when it came to providing Watauga Lake recreational opportunities. The only public area and boat launch on the Johnson County side is accessed at Sink Mountain. Spring storms and mudslides damaged the only access road, and National Forest Service closed it for several months for repairs.

Many were thrilled to learn of the purchase of Doe Mountain by the state and the creation of the DMRA in 2012, and the area has finally become a favorite of riders and visitors whose numbers continue to increase. What an awesome way to tout the gorgeous mountains of East Tennessee. Considering Johnson County is one of the top scenic counties in the entire state, it is quite bewildering why anyone would even consider withholding assistance to something that is finally boosting our tourism and adding to our economy.

I, for one, have no idea about the governing of Doe Mountain, but I have personally enjoyed riding there many times and I am begging you to do everything within your authority to see it continues to draw folks to Johnson County.

Sincerely,

Jill Arnold Penley

Jill Arnold Penley
Johnson County Native & lifelong resident
2392 Crackers Neck Road
Mountain City, TN 37683
423-291-9207