

City, Chamber

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Brock had a response during Tuesday night's Board of Mayor and Aldermen meeting.

"I don't think the email was fair or very kind," said Brock as he presented officials with information that showed he's not to blame for losing the \$28,500 grant.

The tourism grant was from the Appalachian Regional Commission. Per grant requirements, the company generating a master tourism plan for the city must

be chosen through a competitive bidding process.

The company selected, Griggs & Maloney, was not.

On April 13, 2017, ARC representative Catherine Feerick sent an email to the Chamber that grant monies could not be used to pay Griggs & Maloney \$10,000 for its services.

ARC also stated Eller, as grant administrator, failed to submit quarterly reports to ARC as required by grant guidelines. Eller submitted one of three 120-day reports, said Feerick.

When contacted after she sent her email to city board members, Eller expressed regret for the situation.

"I was trying not to make this ugly, but I felt something needed to be done," she said. "The board has been very supportive of tourism. My hope is they do something to address this issue now so it doesn't happen again in the future."

Already disbursed is \$10,000 to Griggs & Maloney for a master tourism plan. That expense, said Eller, will be paid by the Chamber.

Pre-K and kindergarten registration set for April

Pre-K and kindergarten registration for all children who will enter pre-K and kindergarten in 2018-19 will be held at West Elementary Gym on Clark Blvd. in April.

KINDERGARTEN

Children who will be 5 years old by Aug. 15, 2018 are eligible to attend kindergarten in the 2018-19 school year.

Children entering kindergarten may register Thursday, April 12 from 10 a.m. to 6 p.m., and Friday, April 13 from 8 a.m. to 2 p.m.

"The registration for kindergarten is conducted at one central location so all of our system's personnel resources can come together to help screen the children for any possible problems that might hinder their progress in school," said Director of Schools Bobby Cox. "The screening is not an intelligence or achievement test. It is simply a way to pick up problems such as hearing, speech, or vision impairments, or underdeveloped physical or learning skills."

Tennessee Department of Education policies

require all children to be screened before entering kindergarten.

The registration process for kindergarten will take approximately one hour. Parents should stay with their child throughout registration. There is no special preparation.

Please bring the following records when you bring your child to kindergarten registration:

- Birth certificate
- Social Security number
- Health insurance card
- Immunization record and record of medical examination by a physician
- Proof of address

All children must complete one year of state-approved kindergarten before they enter first grade in Tennessee.

"For your convenience, we will arrange appointments for the kindergarten and pre-K registration," said Cox. "If your child will attend Centertown, Dibrell, Morrison, Eastside, Hickory Creek, Bobby Ray, Irving College, or West Elementary, call the

school your child will attend for an appointment. School secretaries will work with you to arrange a convenient time for your child's registration. Appointments may be made during school hours."

PRE-K

Children who will be 4 years old by Aug. 15, 2018 may apply for Warren County Schools Pre-K.

Parents choosing to apply for pre-K may register Tuesday, April 10 from 10 a.m. to 6 p.m. or Wednesday, April 11 from 8 a.m. to 2 p.m. To apply for pre-K, please bring: proof of income (prefer income tax form for 2017) and proof of address, and the child's birth certificate to West Elementary Gym. If your child, family, or any member of household qualifies for one of the following, please provide proof:

Early Headstart, Headstart, Foster Care, Homeless, Migrant, Families First, or family receives Food Stamps (please provide number). Please call the school your child is zoned to attend to schedule an appointment.

Pioneerette Dance Clinic



Margaret Hobbs photo

"Burning up the Dance Floor" is the chosen theme for the upcoming Pioneerette Dance Clinic scheduled for April 2-5 in the Warren County High School gym. Dancers in grades K-11 are welcome to attend, with registration starting at 3:15 p.m. The cost is \$10 for admission and music CD, and \$10 for a clinic T-shirt. Pioneerettes working the clinic include, first row from left, Odaysha Ramirez, Maddy Pack, Candace Wanamaker, Emily Pennington and Dani Davis. At back, Andrea McCormick, Christa Godwin, Oniurca Ramirez, Kataen Shockley, Gracie Miller and Bri Simmons. Not pictured are Mary Humphrey, Anslee Miller, Hailey Collett and Alena Muncey.

New logo

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Givens says the current slogan is confusing, too nursery focused, and not encompassing all McMinnville and Warren County has to offer, but the new logo corrects all those issues.

"We asked ourselves, 'What does your brand promise? What do you want to achieve? What are the key insights?'" said Givens. "What we promise: From rugged waterfalls or winding down for the weekend, your adventure is closer than you think in McMinnville, Warren County. What do we want to achieve? That this new identity will capture the moments and momentum building and coming throughout McMinnville and Warren County. Key insights: we know that adventure tourism will be very impactful to the brand strategy. The community is redefining itself and its potential."

Design Sensory also gen-

erated a positioning statement for the city.

"From our bustling town square and thriving community to peaceful get-a-ways, our adventures are your retreat found only in McMinnville and Warren County," said Givens.

Design Sensory presented T-shirts and cups to city officials that displayed the new logo and slogan.

Design Sensory will now help the city make the transition with photography, videography, and changing its website, but Blair would like to take it a step further with a competition.

"We would like to randomly place plants throughout those two big metropolitan areas," said Blair of Nashville and Chattanooga. "McMinnville is going to grow into those area, pardon the pun but it's intentional. By doing that we are going to start a social media activation campaign. We are going to encourage folks to find those plants that are randomly scattered throughout

the city." The campaign would be an effort to find a couple from each area to win an all-expenses-paid weekend in McMinnville. Those people would be used to generate the videos and photos for the city's marketing campaign.

"We believe that we can market in those two metropolitan areas that McMinnville is Tennessee's retreat," said Blair. "We believe that will be the marketing message that's going to take you guys into those areas and get more people coming here."

While cost of the prize package and marketing campaign is not known, Blair says that can be generated and presented to city officials in the next 2-3 weeks.

Funds for the logo and slogan came from a Tennessee Department of Tourism Development grant obtained by Warren County Chamber of Commerce.

PUBLISHER'S Pics

Standard publisher Pat Zechman has been in the newspaper business for 50 years, the last 26 years as publisher/general manager of the **Southern Standard**. Zechman wants to give back to the community and the **Standard** alike and it has led her to creating the Publisher's Pics feature. This week, Pat goes back to April 1983. Look for more Publisher's Pics on the **Southern Standard** Facebook page.



VFW Hunting Winners

Winners in the two divisions of the children's egg hunt staged Easter Sunday by VFW Post 5064 and Ladies Auxiliary at the VFW Post Home gather around the Easter Bunny and Mrs. Ruth Caldwell, a longtime supporter of the events. The children, from left, are Amy Church, Darrell Lafever, Gloria Young, Ray Carroll, Erica Martin, Dale Burch and April Bonner. (Rayford Davis photo)



In Their Easter Bonnets

Winners of the Easter Bonnet Competition held Wednesday, March 30 at the Southside Senior Citizen Center are from left to right: Dora Wilcher, fourth place; Lorene Morgan, third place; Blanche Striebel, second place; Celia Oubre, first place. Prizes were donated by McMinnville Flower Shop, Golden Corral, Shoney's, and Captain D's.



Practicing Up

Bunny in arm three-year-old Erica Hildreth enlists the aid of big sister, Lisa, as she bones up on her egg hunting skills in anticipation of the Easter holiday festivities. Erica and Lisa are the daughters of Mr. and Mrs. Billy Hildreth. (Sherry Vaughn photo)



Getting Pointers

Members of the Warren County Senior High coaching staff and City Bank & Trust Company President Jeff Golden, far right, get a few basketball pointers from former NBA star Clyde Lee, second from

left. Getting advice are from left, Andy Jacobs, Lee, Ann Eades, Bobby Haile, Mike Jacobs and Golden. (Sherry Vaughn photo)