

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

June 4, 2008

The Gatlinburg Department of Tourism Advisory Board met on June 4, 2008 at 1:30 pm in Ballroom C of the Convention Center. **The following members were present:** Mr. Dan Booth, Mr. Sid Maples, Ms. Sandy McCown, Mr. Andy MacKinnon, Mr. Dan Saffelder, Mr. Joe Waggoner, Ms. Kathy Doyle, Mr. Robert Montgomery, Mr. Tim King, Mr. Matt Zoder, Mr. Dennis McAvoy, Ms. Candace Ogle, Mr. Harry Montgomery, Mr. Mike Werner, and Ms. Vickie Simms. **Non Members included:** Mr. Steve File, Ms. Vickie Blake, and Mr. Karl Thomas **City of Gatlinburg Staff included:** City Manager Ms. Cindy Ogle, Executive Director David Perella, Mr. Walter Yeldell, and Ms. Kathryn Smith

CALL TO ORDER

Mr. Maples called the meeting to order.

UPDATE ON CREATIVE WORK AND PLAN

David Perella gave a short update on the creative work that was filmed in Gatlinburg June 19-23. He commented that we should see some examples and results from that week by the middle of June.

Mr. Perella also commented that our web visits have seen an increase from last year due to the difference in media placement by BCF's direction.

MARKETING PLAN PRESENTATION

The following Marketing Partners were present: Natalie Best with FWV and Renea Dettman with EBrains. Eric Lonning, Katherine Kivlighan, and Greg Ward with BCF.

Greg Ward began the presentation with a short introduction. He was followed by each of the partners presenting their portion of the plan using power point.

QUESTION AND ANSWER SESSION

Joe Waggoner wished to know information about the Park and what they have planned for the 75th Anniversary. Mr. Perella commented that there are currently 2 events scheduled and that both are invitation only. It was also added that banners and logos will be available for businesses to purchase.

Mr. Waggoner also asked how we evaluate our events and their success. Mr. Perella responded by saying we analyze the events as a benefit to the entire community. Events have different purposes but are not necessarily quantified formally at this point.

Ms. Vicki Simms spoke about the Chamber of Commerce's involvement in Gatlinburg 'Going Green.' Ms. Simms wanted to make ensure that FWV and the partners knew what was currently being done in the business community to promote the 'Going Green' efforts.

PROMOTIONAL PLAN INVOLVING GAS PRICES

A discussion was had among TAB Members regarding creating a promotion centered on gas prices and Gatlinburg being 'a tank away.' After several minutes of discussion and many suggestions, **Kathy Doyle made a motion to implement BCF's promotional plan to use the current banner placements and switch the creative to encourage visitors to go to our 'Deals and Packages' page. Motion was seconded by Andy MacKinnon. Motion passed.**

APPROVAL OF MARKETING PLAN

Kathy Doyle made a motion to approve the Marketing Plan as presented and that BCF should make the decisions if any cuts are necessary, seconded by Joe Waggoner. Motion passed.

Continuing with the approval of the presented plan, an Amendment was added. **Robert Montgomery made an Amendment to add \$200,000.00 from retained earnings into the Advertising Budget, seconded by Andy MacKinnon. One member opposed the Amendment. Motion passed.**

There will be a Workshop for City Commission on the afternoon of June 17th (before the traditional City Commission Meeting) to go over and present the approved Marketing Plan to City Leaders.

NEXT MEETING DATE

All TAB Members are encouraged to attend the Marketing Plan Presentation for the entire business community on July 10, 2008 from 4:00-6:00 p.m. in Mills Auditorium at the convention center.