

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

October 5, 2009

The Gatlinburg Department of Tourism Advisory Board met on October 5, 2009 at 1:30 pm in the Board Room of the Convention Center. **The following members were present:** Ms. Cindy Ogle, Mr. David Perella, Ms. Olivia Reppert, Mr. Mike Werner, Mr. Joe Waggoner, Mr. Brian Myers, Mr. Mark McCown, Mr. Ryan DeSear, Ms. Kathy Doyle, Mr. Dan Booth, Ms. Candace Ogle, Mr. Bob Waikel, Mr. Kevin Tierney, Ms. Vicki Simms, Ms. Jackelyn Schafer, Mr. Karl Thomas, Mr. Dan Saffelder Mr. Andy MacKinnon, and Mr. Robert Montgomery

CALL TO ORDER

Ms. Jackelyn Schafer called the meeting to order.

BCF

Mr. David Perella presented the long- and short- term plans for BCF. Everyone was given the chance to comment.

- ❖ BCF did a great sales job, but is not delivering the right message.
- ❖ Not very fond of BCF, and thought we needed more family images.
- ❖ Encouraged with Steve Ethridge's report. The average stay, income, etc. is up, and the majority of the visitors remembered the ad.
- ❖ Happy with BCF. They are very creative, and we should give them more information about what we want.
- ❖ We should involve the community more, and include the information Steve Ethridge's report showed us.
- ❖ We would be able to find something wrong with any company and we should not change companies; just modify the one we have.
- ❖ Thought we were going to be hands off and we were going to trust BCF.
- ❖ With the information provided BCF should have already changed our image. We have not been impacted as much as some with state that the economy is in.
- ❖ Was concerned that BCF had not given the image that was promised. We should be hands on in our own market. We should stay with BCF, and then later look for someone else.
- ❖ Likes "Reach Higher Ground", "Heart of the Smokies", "Up in the Mountains Down to Earth", "Through the Years", but the look we have not doesn't capture our image.
- ❖ Does not like the campaign and thinks we need to be more hands on.
- ❖ Too many people to all come to one conclusion.
- ❖ Gatlinburg is safe, and that there is something here for everyone. There needs to be more families in the ads; not single people.
- ❖ We picked BCF because they are experts. Also, a comment was made that BCF may need more direction.

After much discussion, A Motion was made by Mr. Robert Montgomery to approve the recommended spending plan for the creative budget, seconded by Mr. Dan Booth. Motion passed

NEXT MEETING DATE

The next Mass Media TAB Meeting is October 19, 2009.