

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

February 10, 2009

The Gatlinburg Department of Tourism Advisory Board met on February 10, 2009 at 1:30 pm in Meeting Rooms 1-3 of the Convention Center. **The following members were present:** Mr. Ryan DeSear, Mr. Robert Montgomery, Mayor Mike Werner, Mr. Harry Montgomery, Ms. Kathy Doyle, Mr. Dan Saffelder, Mr. Sid Maples, Mr. Tim King, Ms. Jackelyn Schafer, Ms. Candace Ogle, Ms. Angela Caruthers, Mr. Jerry Morton, Mr. Bob Waikel, Mr. Logan Coykendal, Mr. Kevin Tierney, Mr. Dan Booth, Mr. Andy MacKinnon, Mr. Joe Waggoner, Mr. David Perella, and Ms. Cindy Ogle

CALL TO ORDER

Mr. Dan Booth called the meeting to order.

APPROVAL OF MINUTES

A Motion was made by Mr. Sid Maples to approve the January 15, 2009 meeting minutes, seconded by Mr. Ryan DeSear. Motion passes.

MARKETING STIMULUS

Mr. David Perella gave an overview of the Winter Stimulus plan and the results that we have received thus far. The results prove that we did provide stimulus to the area. Additional results will continue to be available in the coming weeks.

TOURISM SUMMIT AGENDA

Mr. David Perella provided a handout of the preliminary Summit Agenda to TAB members. The agenda was discussed at the Tourism Summit Committee meeting held on January 30, 2009. The Group decided that the Jerry Henry portion of the agenda needed revision. Jerry Henry was voted out of the agenda, but someone will be available to present the necessary information during that portion of the meeting. **A motion was made by Mr. Dan Booth to proceed with the 10:00 – 10:40 time schedule as it is and to skip over Mr. Jerry Henry. Seconded by Mr. Ryan DeSear. Motion passed.**

The board also questioned the reports that Jerry Henry provides. **In the future, the Jerry Henry Reports will be provided in the monthly TAB Packets.**

The Tourism Summit will concentrate on discussions with the community on how to compete in this environment that we are currently experiencing. Mr. Perella and the Tourism Summit Committee went over the setup of the Summit and explained the ideas behind the breakouts and roundtable meetings. The group also would like to have a display area set up during the Tourism

Summit so that the community and business owners can view firsthand all of the print, advertising, media, and everything that BCF has done for us so far.

The Group also put together a communications plan for the Tourism Summit so that we can get as much of the community involved as possible. Any specific individuals that TAB Members would like to see individually invited to the Summit have been asked to contact David Perella's office so that those names can be put on a calling/personal visit list that the Department of Tourism Staff will be taking care of.

SPECIAL EVENTS REPORT

Mr. Kevin Tierney presented the Special Events update and information regarding the Special Events Work Group Meeting held on January 27, 2009. Discussion of moving Ribfest to the Parkway was had. The group discussed the pros and cons, getting the retailers and businesses involved the closing of the road, and getting approval from the fire and police chiefs. **A Motion was made by the Special Events Work Group to move Ribfest to the Parkway. Seconded by Ms. Candace Ogle. Motion passed.**

Mr. George Hawkins and the Special Events Department will move forward with planning the event and will be contacting the police and fire chiefs with details. The information needed for the City Commission will be available for the February 17, 2009 Meeting Agenda.

The Special Events Work Group also discussed cancelling the Mountain Fest Event and reallocating the money from that event to the Civil War Reenactment. A handout was distributed to TAB members that included the budget breakdown for the Reenactment. **A Motion was made by the Special Events Work group to not do Mountain Fest and to put the \$6500.00 toward the Civil War Reenactment. Seconded by Mr. Andy MacKinnon. Motion passed.**

MARKETING PARTNER DISCUSSION

Mr. David Perella presented a power point presentation outlining the renegotiating that took place with BCF. Mr. Perella stated that nothing was really cut out of the plan but that our approach with PR had changed. **A motion was made by Mr. Joe Waggoner to approve David's new Marketing Plan concerning BCF and FWV. Seconded by Mr. Sid Maples. Motion passed.** The group agreed that we really need to push BCF now that they will be responsible for advertising and PR.

UNSCHEDULED

Mr. Robert Montgomery gave an update on the discussions that took place earlier in the day during the Mass Media Work Group Meeting. The Mass Media Group wanted to make the Tourism Advisory Board aware of what Motions were made. A Motion was made by the Mass Media Work Group to design a policy for the Pay Per Click Program that states if 75% of the search results page is already owned by tax payers in Gatlinburg, the City does not purchase that particular word and that the funds go toward a different word or phrase that does not include 75% representation. Seconded by Mr. Ryan DeSear. Motion passed.

Mr. David Perella also added that he has been asked to find and research companies that assist us with the Street Research project that BCF is interested in doing. Mr. Perella will be sharing the questionnaire that will be used during the research and will get the Group's approval before carrying out the street research.

Mr. Sid Maples expressed concern regarding the Welcome Center LCD screens. He would like to see advertising within our city. His suggestion is to put up images or video of what is going on in the area right now. The group suggested maybe making a seasonal video or having images of events and things that take place throughout the year so that visitors can see first hand what all goes on in Gatlinburg throughout the different seasons.

Ms. Jackelyn Schafer gave an update on the Convention/Group Sales Work Group. She stated that the Housing Bureau will be available for viewing soon and that there will be a training session for lodging facilities to become comfortable with the new program. She also included some of the goals that the Group is working on and some of the new reports that will be coming from the Convention Center Sales Staff with information comparing group numbers and statistics between the current and previous years.

NEXT MEETING DATE

The next TAB Meeting is scheduled for Thursday, March 19, 2009 at 1:30 p.m. in the Board Room of the convention center.