

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

February 1, 2007

The Gatlinburg Department of Tourism Advisory Board met on February 1, 2007, at 1:30p.m. in Meeting Rooms 1 through 3 of the Convention Center. **The following members were present:** Chairman Sid Maples, Mr. Bob Waikel, Mr. Andy MacKinnon, Mr. Dan Saffelder, Ms. Kathy Doyle, Mr. Robert Montgomery, Ms. Jackelyn Schaffer, Mr. Tim King, Mr. Matt Zoder, Commissioner Mike Werner, Commissioner Harry Montgomery, Ms. Vicki Simms, Mr. David Willard and Mr. Kevin Tierney. **City of Gatlinburg Staff included:** City Manager Cindy Ogle, Executive Director David Perella and Ms. Johnna Greene. **Business community member present:** Mr. Joel Young. The Tombras Group representatives – Mr. Nick Vaggot, Mr. Rick Baptist and Mr. David Avery

CALL TO ORDER

Chairman Maples called the meeting to order.

APPROVAL OF JANUARY 11, 2007 MEETING MINUTES

Chairman Maples asked if any changes/corrections needed to be made to the January 11, 2007 meeting minutes. **Motion to approve the January 11, 2007 minutes with the addition of Mr. Robert Montgomery being present was made by Ms. Doyle, seconded by Mr. Montgomery and unanimously approved.**

2007 CREATIVE

The Tombras Group recommended creative changes to the print advertising. Mr. Vaggot and Mr. Baptist presented television commercial concepts. Presented were the two conceptions of Gatlinburg: Romantic side and the “Wild Kingdom” side. Mr. MacKinnon requested that the skateboard park and disk golf be publicized in the ads. Mr. Willard stated that he would like to see the more natural, elegant beauty of Gatlinburg in the ads. Mr. Perella stated that the eGuide captures Mr. Willard’s request. After much discussion, **Mr. Montgomery motioned to endorse the “romantic” conception commercials. Mr. King seconded the motion. The motion was unanimously approved. Mr. Montgomery motioned to request additional funding from the City’s reserved funds to produce the commercials. Commissioner Werner seconded the motion. The motion was unanimously approved.** Mr. Baptist passed around the conceptual print ad for the Board’s approval. Mr. Avery stated that the website would be added to the print. **Mr. Montgomery motioned to accept the conceptual print advertising presented. Mr. Zoder seconded the motion. The motion was unanimously approved.**

SPRING MEDIA PLACEMENT

Mr. Perella distributed the media flowchart for Spring 2007 placement. He stated that advertising would not be going into the Macon/Montgomery area due to the lack of inquiries. **Mr. MacKinnon motioned to approve the promotional buy proposed by The Tombras Group. Mr. Zoder seconded the motion. The motion was unanimously approved.**

LABOR FORCE SUPPLY AND DEMAND SURVEY

Mr. Perella distributed the employer survey. Mr. Perella stated that the survey was being conducted via internet. A link will be set up at the UG website by February 15 to be viewed during the Tourism Summit. Ms. Schaffer inquired if they would be inquiring of pre-employment testing. Mr. Perella stated that the emails the employers receive will be specific. Ms. Simms stated that the survey looked good and that this was long overdue.

2007 MONTHLY REPORTS

Mr. Perella discussed the Jerry Henry monthly reports. Mr. Perella stated that the monthly reports will replace the City/Chamber joint reports.

NEXT MEETING DATE

The next scheduled board meeting will be Thursday, March 8th, at 1:30p.m. Ms. Greene will inform the board which rooms the meeting will be held in.

UNSCHEDULED ITEMS

Ms. Doyle invited all board members to participate in Obergatlinburg's annual sled race.

Being no further business, the meeting was adjourned.