

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

April 12, 2007

The Gatlinburg Department of Tourism Advisory Board met on April 12, 2007, at 12:00p.m. in Gatlinburg Rooms A and B of the Mills Conference Center. **The following members were present:** Mr. Dan Booth, Chairman Sid Maples, Ms. Sandy McCown, Mr. Andy MacKinnon, Mr. Dan Saffelder, Mr. Joe Waggoner, Ms. Kathy Doyle, Mr. Robert Montgomery, Ms. Jackelyn Schaffer, Mr. Tim King, Mr. Sam Large, Commissioner Mike Werner, Commissioner Harry Montgomery, Ms. Vicki Simms, Mr. Kent Cave 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, Mr. Ryan DeSear and Mr. Ira Lapidés.

CALL TO ORDER

Chairman Maples called the meeting to order.

APPROVAL OF MARCH 8, 2007 MEETING MINUTES

Chairman Maples asked if any changes/corrections needed to be made to the March 8, 2007 meeting minutes. Ms. Doyle stated that the Thursday be removed from the days of performance for Tunes and Tales and that Friday, Saturday and Sunday afternoon reflect the correct days of performance. **Motion to approve the March 8, 2007 minutes with the noted correction was made by Mr. King, seconded by Mr. MacKinnon and unanimously approved.**

EXECUTIVE DIRECTOR'S REPORT

Mr. Perella requested that the current scorecard be discarded. An updated scorecard will be emailed to the board once it is received.

Mr. Perella stated that the proposed Convention Center contract is a standard convention center contract with only addendums used for oddities. The purpose for the proposed contract is to eliminate the amount of paper in files. He would like City Commission to approve the contract for use in June 2007. **Mr. Waggoner motioned to accept the proposed Convention Center contract, Ms. Doyle seconded the motion. The motion was carried unanimously.**

SMOKY MOUNTAIN TUNES AND TALES™ MARKETING PLAN

Mr. Perella reviewed the marketing plan that was included in the packet. He explained that the number of acts per day has increased from last year. He also requested the use of the horse drawn carriage rides. City Manager Ogle stated that the current ordinance prohibits the use of horse drawn carriages but under the Special Events clause that it may possibly be used as an

event. Commissioner Montgomery requested that that item be reviewed by the City Attorney before any decision was made. **Mr. Montgomery motioned to send the Tunes and Tales marketing plan to the Board of Commissioners for their approval if the City Attorney deems it legally and economically feasible. Mr. Booth seconded the motion. The motion was unanimously approved.**

SMOKY MOUNTAIN TUNES AND TALES™ VISION DRAFT

Mr. Perella reviewed the vision draft plan included in the packed of the Tunes and Tales event. The basis for the event is to allow the event to expand and for additional events to spin off this particular event. Commissioner Montgomery requested that Mr. Perella speak to the Police Chief about the traffic being stopped for the entertainment segments and what would be needed to hold weekly or nightly parades. **Ms. Doyle motioned to accept the vision draft, Mr. Waggoner seconded the motion. The motion was unanimously approved.**

FY 2007 – 2008 MARKETING PLAN DRAFT

Mr. Perella reviewed each marketing partners' proposed marketing plan. After reviewing The Tombras Group's plan Mr. Perella recommended to 1) allocate the same amount of money to media as last year in the amount of \$1,540,000, 2) go with recommended fall flight for television, radio and magazine and to evaluate the number of requests to determine where the City should advertise for the Spring flight, 3) not spend money on production, and 4) have a new creative them for two commercials. **Mr. Waggoner motioned to accept the recommendation. Ms. Doyle seconded the motion. The motion was approved with one opposed.**

After reviewing French/West/Vaughan's proposal Mr. Perella recommended to accept the proposed recommendations of allocating 1) \$7,000 per year for a clipping service, 2) \$40,000 in expenses, and 3) increasing the monthly fee to \$15,000 in February for more hours of work from F/W/V. **Mr. Waggoner motioned to accept the recommendation. Mr. Booth seconded the motion. The motion was approved unanimously.** After reviewing eBrains, Inc.'s proposal Mr. Perella recommended to spend 1) \$300,000 on pay-per-click, 2) \$85,000 on the eGuide, 3) \$6,500 on welcome email, and 4) \$40,000 on website development. **Mr. MacKinnon motioned to accept the recommendation with \$250,000 to go toward pay-per-click and \$50,000 to improve the content on the landing pages instead of \$300,000 on pay-per-click only. Mr. Montgomery seconded the motion. The motion was unanimously approved.**

NEXT MEETING DATE FOR FY 2008 BUDGET

The next meeting date was scheduled for Thursday, May 10, 2007 at 1:30p.m. in Meeting Rooms 1 and 2 of the Convention Center.

UNSCHEDULED ITEMS

Ms. Doyle informed the board that Obergatlinburg will be receiving their new Tram Cars. Mr. Perella said that he will inform Jim Davis to meet with Ms. Doyle to distribute a press release.

Being no further business, the meeting was adjourned.