

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

May 10, 2007

The Gatlinburg Department of Tourism Advisory Board met on May 10, 2007, at 1:30p.m. in Meeting Rooms 1 – 3 of the Convention Center. **The following members were present:** Mr. Bob Waikel, Ms. Sandy McCown, Mr. Andy MacKinnon, Mr. Joe Waggoner, Ms. Kathy Doyle, Mr. Robert Montgomery, Ms. Jackelyn Schafer, Mr. Tim King, Mr. Matt Zoder, Mr. Sam Large, Mr. Darrell Whitchurch, Commissioner Mike Werner, Commissioner Harry Montgomery, Ms. Vicki Simms and Mr. Kevin Tierney. **City of Gatlinburg Staff included:** City Manager Cindy Ogle, City Finance Director David Beeler, Executive Director David Perella and Ms. Johnna Greene.

CALL TO ORDER

Ms. Doyle called the meeting to order.

APPROVAL OF APRIL 12, 2007 MEETING MINUTES

Ms. Doyle asked if any changes/corrections needed to be made to the April 12, 2007 meeting minutes. **Motion to approve the April 12, 2007 minutes was made by Ms. McCown, seconded by Mr. King and unanimously approved.**

CHAIRMAN'S REPORT

Ms. Doyle addressed the horse and carriage wagon rides memo that was included in the packet. Mr. Whitchurch stated that some of his relatives had rode the wagon downtown and felt that they had been “ripped off”. Mr. Whitchurch added that City did not need anything else to slow down traffic anymore than it already is. Mr. Perella stated that the characters currently load the wagon at the Convention Center and proceed through town. They turn around at traffic light 5 and begin to get off the wagon at their proposed locations. **Mr. Montgomery motioned to not pursue “tourist ridden wagon rides”, only Smoky Mountains Tunes and Tales™ entertainers and Zeno throughout the event. Commissioner Montgomery seconded the motion. The motion was unanimously approved.**

REVIEW OF FY 2007 – 2008 BUDGET

Mr. Perella requested that the Special Events page be replaced with the handout that was distributed. Commissioner Montgomery requested when the golf course page would be updated on the website. Mr. Perella stated that

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.