

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

September 11, 2007

The Gatlinburg Department of Tourism Advisory Board met on September 11th, 2007 at 11:00 a.m. in Gatlinburg Rooms A and B of the Convention Center. **The following members were present:** Mr. Bob Waikel, Mr. Dan Saffelder, Mr. Ryan DeSear, Mr. Dennis McAvoy, Mr. Dan Booth, Mr. Sid Maples, Ms. Kathy Doyle, Mr. Harry Montgomery, Mr. David Willard, Mr. Robert Montgomery, Ms. Jackelyn Schaffer, Mr. Tim King, Ms. Candace Ogle, and Ms. Vickie Simms **City of Gatlinburg Staff included:** Executive Director David Perella and Ms. Kathryn Smith.

CALL TO ORDER

Mr. Maples called the meeting to order.

APPROVAL OF MAY 10, 2007 MEETING MINUTES

Mr. Maples asked if any changes/corrections needed to be made to the April 12, 2007 meeting minutes. **Motion to approve the September 6th, 2007 minutes was made by Mr. Tim king, seconded by Mr. Dan Saffelder and unanimously approved.**

CHAIRMAN'S REPORT – TOMBRAS PRESENTATION

Mr. Sid Maples introduced Mr. David Avery with Tombras for a review presentation given by Creative Cocepts. Mr. Rick Baptist presented three different approaches for new advertising commercials. Several members of Tab commented and expressed their ideas. **Motion for Creative Concepts to carry through with the three commercials that were presented was made by Mr. Robert Montgomery, Seconded by Mr. Ryan DeSear and unanimously approved.**

AGENDA ITEMS

Media Plan:

Mr. David Perella opened the floor up for discussion regarding the current Media Plan for September – February. Mr. Perella wishes to stick with the current plan plus include the addition of a few changes that consist of adding cable to some station. **Motion to approve the Media Plan through February was made by Ms. Kathy Doyle, seconded by Mr. Robert Montgomery and unanimously approved.**

Creative Cost:

Mr. David Perella stated to the board that it will cost around \$210,000 to produce the three commercials with Creative Concepts. He opened the floor for discussion about how members felt about spending that money on the commercials when we will be looking for a new Advertising Agency in just a few months. He stressed that these commercials may only end up running for about 12 weeks if a new Advertising Agency is selected. There was discussion among TAB Members. **Motion to go forward with the Creative Concept commercials was made by Mr. Dennis McAvoy, seconded by Mr. Ryan DeSear and unanimously approved.**

Work Groups:

Discussion of Work Group Meetings and specific schedules will be determined in the near future. The Mass Media Group will be working with the commercials and will want to see those prior to them airing. The Public Relations, Convention Center and Sales, and Special Events Work Groups will be meeting sometime the last week in September.

Winter Magic Tunes and Tales:

Mr. David Perella commented that Tunes and Tales needs to start one week earlier due to lack of motivation from performers. He believes that the event is a week too long and that beginning a week earlier on the front end and finishing on Labor Day will work better for performers.

Motion to move Tunes and Tales back one week and extend the event through Labor Day made by Mr. David Willard, seconded by Ms. Kathy Doyle and unanimously approved.

There was discussion about moving Winter Magic Tunes and Tales in house and making it a lower volume and high quality event within the City of Gatlinburg. **Motion to bring Winter Magic Tunes and Tales in house and do it with small volume and high quality was made by Mr. Ryan DeSear, seconded by Ms. Kathy Doyle and unanimously approved.**

SCHEDULE NEXT TAB MEETING

The next TAB Meeting was scheduled for **Tuesday, December 11th at 1:30 pm in Meeting Rooms 1 – 3** of the Gatlinburg Convention Center.

UNSCHEDULED ITEMS

The Anna Porter Library Luau will be this Thursday. Tickets are still available.

Being no further business, the meeting was adjourned.