

**GATLINBURG DEPARTMENT OF TOURISM  
SPECIAL EVENTS WORK GROUP MINUTES**

*October 14, 2008*

The Gatlinburg Department of Tourism Special Events Work Group met on October 14, 2008 at 1:00 p.m. in the Board Room of the Administrative Office. **The following members were present:** Ms. Shanda Worthington, Mr. Kevin Tierney, Mr. Chuck Winstead, Ms. Michael Kittredge, Mr. Kirby Smith, Mr. Chris Bowling, Ms. Angela Caruthers, Mr. Andy MacKinnon, Mr. George Hawkins, Mr. Darrell Manos, and Mr. David Perella

**CALL TO ORDER**

Mr. George Hawkins called the meeting to order.

**APPROVAL OF August 19, 2008 MEETING MINUTES**

**Motion to approve August 19, 2008 Meeting Minutes was made by David Perella. Seconded by Michael Kittredge. Motion was approved.**

**HOLIDAY EVENTS**

David Perella announced that a Holiday Marketing Outlook will be released in the next week. This Marketing Outlook will serve for November's monthly release. The contents will include an explanation of Gatlinburg's holiday events that will serve our business owners and visitors.

**MOUNTAIN FEST 2009**

Mr. George Hawkins had a handout for each member that included a list of locations that would be available for performers. Kevin Tierney commented that he liked the concept and hoped that the list George distributed stayed in tact. There was discussion about an agreement that the crafters will be demonstrating along with their craft sales. Specific performance hours for crafters will be determined when we approve more of the details for the Mountain Fest Event.

**TUNES AND TALES**

Discussion was had concerning having the crafters at Mountain Fest just for the May 23<sup>rd</sup> weekend but running the Tunes and Tales cast through spring. **A motion was made by Shanda Worthington to take the Tunes and Tales schedule back to the Tourism Advisory Board to approve running the program through the spring provided it fits into the budget and would be appropriate. Seconded by Andy MacKinnon. Motion Passed.**

**FEBRUARY WINTER EVENT**

Mr. George Hawkins had a handout of information on this event idea. He stated that this event will not have a centralized location and that it will be like a spiritual educational event. This event would cost the City very little money. Many of the activities included in this event already take place. Adopting this event would just be a way to inform our guest to what all is offered throughout the City and Gatlinburg. **A motion was made by Andy MacKinnon to take this February Event to TAB for further approval. Seconded by Chris Bowling. Motion passed.**

#### **OLD TIMER' DAY**

Old Timer's Day will be June 6<sup>th</sup>. There were several different ideas for the event that were discussed within the group. Utilizing the Trolleys to transport the Old Timer's to different locations, using limousines for transportation, having the event at a different location, and getting the interviews on television for citizens and visitors to hear are just a few of the ideas that were discussed. The group agreed that George Hawkins should work on some of the plans and bring back his new ideas and updates to TAB.

#### **OTHER BUSINESS**

Chick Winstead commented that Zeno and Sharky make great appearances together and that the visitors love them. He gets comments and requests frequently from people who have seen the commercials that include both characters in them. David Perella commented that Zeno will no longer be in our advertising but will be used on the streets and in the community. The group discussed maybe using the commercials as cartoon clips on the website.

#### **NEXT MEETING DATE**

The Special Events Work Group will meet Tuesday, January 27<sup>th</sup> at 1:00 pm in the Board Room of the convention center.