

**GATLINBURG DEPARTMENT OF TOURISM
CONVENTION CENTER/GROUP SALES WORK GROUP MINUTES**

April 9, 2009

The Gatlinburg Department of Tourism Convention Center/Group Sales Work Group met on April 9, 2009 at 1:00 p.m. in the Board Room of the Convention Center. **The following members were present:** Mr. Brian Holland, Ms. Sharon Rinehart, Mr. David Perella, Ms. Kathryn Boryff, Ms. Jackelyn Schafer, Ms. Andrea Richey, Ms. Angela Russel, Mr. Jim Davis, Mr. David Reed, and Ms. Vicki Simms

CALL TO ORDER

Ms. Jackelyn Schaffer called the meeting to order.

READING/ APPROVAL OF MINUTES

The minutes were not approved due to a lack of quorum. All of the previous minutes will be approved at the next meeting.

HOUSING BUREAU

Ms. Sharon Rinehart felt like the Housing Bureau to the community went well. IACU will be first real group to use the program – they are the designers and writers of the program and will be able to help us with any issues we may face. Ms. Rinehart will continue to work with the lodging community to make staff members comfortable with the program.

MARKETING EFFORTS

Ms. Rinehart has started speaking with BCF about next year's marketing for the convention center. Ms. Rinehart commented that she really wants BCF to look out there and point us in the right direction. She will also be working with Jessica Kraft with BCF on some Public Relation efforts.

Ms. Jackelyn Schaffer asked about a report with convention center information. Ms. Rinehart will ask the writers of Concentrics (the booking program used at the convention center) to make a report similar to GRC reports for the center's bookings.

NEW BUSINESS

Mr. Perella commented that the Department of Tourism will have an extranet available in the future. The site will be updated once a month and businesses can log on and download information about the groups and events that are in town.

NEXT MEETING AGENDA

The following items will be on the Agenda for the next meeting: Reports from the Sales office at the convention center, the Housing Bureau, and a Virtual Tradeshow Update.

NEXT MEETING DATE

The next Convention/Group Sales Work Group Meeting is currently TBA. The date of the meeting will be determined by the Marketing Plan process. Members will be contacted with the next meeting date when it becomes available.