

**GATLINBURG DEPARTMENT OF TOURISM  
MASS MEDIA WORK GROUP MINUTES**

*March 11, 2009*

The Gatlinburg Department of Tourism Mass Media Work Group met on March 11, 2009 at 9:00 a.m. in the Board Room of the Convention Center. **The following members were present:** Mr. Joe Waggoner, Mr. Dan Booth, Ms. Angela Caruthers, Ms. Kathy Doyle, Mr. Robert Montgomery, Mr. Bob Waikel, Mr. Walter Yeldell, Mr. Jerry Morton, Mr. Andy MacKinnon, Mr. David Perella, Ms. Kathryn Boruff.

**CALL TO ORDER**

Mr. Robert Montgomery called the meeting to order.

**APPROVAL OF MINUTES**

**A motion to approve the February 25, 2009 minutes was made by Ms. Kathy Doyle, Seconded by Mr. Joe Waggoner. Motion passed.**

**AWARDS**

Mr. David Perella informed the Group of the awards that our advertising and commercial has received. In particular, he announced that our current television commercial received a Telly Award.

**RESEARCH UPDATE**

Mr. Perella had a handout of information regarding Steve Etheridge. The Group went over the main components of what the research would include and how it would be conducted. The locations were listed, additional locations were discussed, and rotating through different locations was discussed. The Group agreed that more locations will be added and that those locations will rotate throughout the research with 5 being completed at a time. The main goal of the research is to figure out how people make their marketing decisions. We want to know the effectiveness of our advertising and be able to quickly get info on our advertising efforts. The report that Steve Etheridge designs will be computerized and made available to BCF. BCF needs to be aware of the research studies and consider our Marketing Plan when deciphering conclusions. The Group also discussed having a small gift or token for taking time to complete the survey on the street. David Perella and Walter Yeldell will be considering gifts for the project. The group also would like to be involved in making the list of questions that will be used. A meeting was set to go over and discuss the questions for the street research. **A Mass Media Meeting is set for Friday, March 27<sup>th</sup> at 9:00 a.m. in the Board Room to discuss the street research questionnaire.**

## TREMOR UPDATE

Mr. David Perella distributed a handout of the Tremor Assessment. The handout included 2 scenarios that were explained by showing bounce rates, cost of words/clicks, and basic brand awareness. The group would like to have the clicks sent to the home page rather than the deals page for a trial period to see if a difference is seen. In order to see if Tremor is worth its cost, this trial period will be monitored. **A Motion was made by Mr. Joe Waggoner that the banner ad clicks go directly to our homepage rather than the deals and packages page for a test period. Motion was seconded by Ms. Kathy Doyle. Motion passed.**

## PAY PER CLICK

Mr. Perella distributed a handout of information regarding pay per click. The handout included a list of words that would put Gatlinburg in places that we currently have no presence in at the moment. However, if we buy words that aren't relevant to our website, google will raise the price. We will also have to include information concerning these words on our website if we want to include them in our pay per click words so that we will have relevance. David Perella commented that Ebrains wants to stick with our branding words and BCF wants to go outside taxpayers that are represented and buy other words. The Group agreed that in order to get the most out of the Pay Per Click program, we must stick with expertise. Mr. Perella has asked Ebrains to come up with a training module to explain more about Pay Per Click and the process that it includes in order to see success. **A Motion was made by Mr. Any MacKinnon to table this item until a training module is designed and more information is available for the group. Motion seconded by Ms. Kathy Doyle. Motion passed.**

## UNSCHEDULED ITEMS

Mr. Perella announced the date and information regarding the Tourism Summit. The Summit is set for Wednesday, March 25<sup>th</sup>. TAB Members will have information packets with information to 'walk' fellow community members through the round table discussions and questions. TAB Members will have tables assigned to them so that they can be spread evenly throughout the Summit.

## NEXT MEETING DATE

**The next Mass Media Meeting is scheduled for Wednesday, April 8th at 9:00 a.m. in the Board Room of the convention center.**

**Reminder: A Meeting was also set for Friday, March 27<sup>th</sup> at 9:00 am in the Board Room to go over the Street Research questions for Steve Ethridge.**