

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

*April 8, 2009*

The Gatlinburg Department of Tourism Mass Media Work Group met on April 8, 2009 at 9:00 a.m. in the Board Room of the Convention Center. **The following members were present:** Ms. Jackelyn Schafer, Mr. David Perella, Ms. Kathy Doyle, Mr. Dennis McAvoy, Mr. Dan Booth, Ms. Vicki Simms, Ms. Angela Caruthers, Ms. Olwen Claiborne, and Mr. Bob Waikel

**CALL TO ORDER**

Ma. Jackelyn Schafer called the meeting to order.

**APPROVAL OF MINUTES**

**A Motion was made by Ms. Kathy Doyle to approve the March 11, 2009 minutes. Seconded by Mr. Dan Booth. Motion passed.**

**CO-OP PLAN**

Members were given a packet of information regarding the Co-op Plan. Mr. David Perella asked for a motion to go forward with the plan. **A Motion was made by Ms. Kathy Doyle to approve the Co-op Plan. Seconded by Mr. Dan Booth. Motion passed.**

**BCF PRESENTATION**

A conference call and power point presentation was given by BCF and the Marketing Partners. The presentation included marketing goals, key markets, allocation of media, public relations, and an update on the creative.

Each member received a handout of the Public Relations Plan that BCF had prepared. Jessica Kraft walked the Mass Media Group through the plans that had been laid out so far for future public relations.

**UNSCHEDULED ITEMS**

David Perella announced that the website creative work was going to Aristotle the next week.

**NEXT MEETING DATE**

The Mass Media Work Group's next meeting is scheduled for Wednesday, April 29<sup>th</sup> at 9:00 am in the Board Room of the convention center.