

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

February 25, 2009

The Gatlinburg Department of Tourism Mass Media Work Group met on February 25, 2009 at 10:30 a.m. in the Board Room of the Convention Center. **The following members were present:** Mr. Dan Booth, Mr. Walter Yeldell, Mr. Joe Waggoner, Ms. Kathy Doyle, Mr. Harry Montgomery, Mr. Robert Montgomery, Mr. Tim King, Ms. Vickie Simms, Ms. Angela Caruthers, Mr. David Perella, Ms. Cindy Ogle, and Ms. Kathryn Boruff.

CALL TO ORDER

Mr. Robert Montgomery called the meeting to order.

APPROVAL OF MINUTES

A motion to approve the February 10, 2009 minutes was made by Mr. Dan Booth, Seconded by Ms. Kathy Doyle. Motion passed.

UPDATE ON RESEARCH

Mr. David Perella updated the Group on information regarding street research. He wanted to understand exactly how the Mass media Work Group wished to be involved. The Group agreed that they want to be informed throughout the entire process and agreed to allow David Perella contact Steve Etheridge for the Street Research.

E-NEWSLETTER

Discussion on the newsletter began by addressing the open rate. The goal is to find a way to increase the open rate within our budget means. The group discussed spam filters and the technical side of finding out what this is all about. The group agreed that this issue is technical and that there are companies out there that are specifically designed to police open rates. The Group feels that they need to be more educated before discussing the subject further. **A Motion was made by Mr. Tim King to defer the E-Newsletter open rates to an oversight committee and that the group members present at this current meeting be on the oversight committee. Seconded by Mr. Dan Booth. Motion Passed.**

LOCAL CO-OP ADVERTISING

A handout was distributed that included the Co-op Funding Application and the Co-op Advertising Guidelines. A discussion was had comparing website development versus creative – the Group asked if the co-op should be more inclusive. The group agreed that if the City puts money in it, then it needs to be representative of what the City is and be very inclusive.

A Motion was made by Mr. Joe Waggoner that under the ‘Internet Advertising’ heading a rewrite be made that says the funds will not be used for any redesigning. Seconded by Ms. Kathy Doyle. Motion Passed.

CO-OP WITH BUSINESS

A handout was distributed that was broken down into off-line opportunities and on-line opportunities.

Offline: The goal is to expose the community. The group needs to find the percentages that will be covered. The Group agreed that the media placed should be divided by percentage of space.

A Motion was made by Mr. Joe Waggoner, which addressed the Television section of the handout, that a, c, d, and part b from the Newspaper/Magazine section follow the guideline of whatever percentage is used is what they are expected to pay. In other words, the percentage of media placed by the private sector is what the private sector will pay. Motion seconded by Mr. Dan Booth. Motion passed.

For the Radio section, the Group agreed that a line needs to be drawn somewhere regarding packages or giveaways. **A Motion was made by Mr. Joe Waggoner that a \$50.00 minimum be followed by industry sector to be included in promotions. Seconded by Mr. Tim King. Motion passed.**

Online: Discussion was had regarding the splashpage. The Group decided that similar to the off-line, the splashpage has to be designed to give people the exposure they bought.

CALL TO ACTION

Mr. David Perella addressed the commercial. A handout was distributed that included 7 ‘call to action’ lines from BCF. Mr. Perella told the group that BCF’s recommendations were options 3 or 5. This call to action will be inserted at the end of the commercial after the crescendo in music.

A Motion was made by Ms. Kathy Doyle that BCF go with option 3 when it comes to the call to action for the current commercial. Seconded by Mr. Harry Montgomery. Motion passed.

TREMOR UPDATE

Mr. David Perella announced that we are experiencing a bounce rate of 90%. Pixels need to be placed on the ads to see exactly what is going on. It was decided that Mr. David Perella needs to get BCF to figure out if we are really accomplishing something by getting banner ads up on the computer screens – whether or not it is being clicked on, based on the impression being put out there?

A Mass Media Meeting with BCF was scheduled for Wednesday, April 8th at 9:00 am in the Board Room of the convention center.

NEXT MEETING DATE

The next Mass Media Meeting is scheduled for Wednesday, March 11th at 9:00 am in the Board Room of the convention center.