

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

*March 25, 2009*

The Gatlinburg Department of Tourism Mass Media Work Group met on March 25, 2009 at 2:00 p.m. in the Board Room of the Convention Center. **The following members were present:** Mr. Robert Montgomery, Mr. Tim King, Mr. Sid Maples, Mr. Andy MacKinnon, Mr. Joe Waggoner, Ms. Sharon Sutton, Ms. Vicki Simms, Ms. Kathy Doyle, Mr. Walter Yeldell, Mr. Eric Lonning, Ms. Katherine Kivlighan, Mr. Greg Ward, Ms. Kathryn Boruff, Mr. David Perella, Mr. Dan Saffelder, Mr. Dan Booth, Ms. Jackelyn Schafer, Mr. Bob Waikel, Ms. Angela Caruthers, Ms. April Montgomery, Mr. Karl Thomas, and Mr. Jim Davis

**CALL TO ORDER**

Mr. Robert Montgomery called the meeting to order.

**BCF PRESENTATION**

Representatives from BCF went back through the presentation that was given during the summit. David Perella commented that he wanted TAB Members to understand how to properly assess the marketing we are doing. After reviewing the website, the Group had a large discussion regarding the layout and design of the pages. **A Motion was made by Mr. Sid Maples to work on the Deals and Packages page and make it more optimal. The landing page needs to be exactly what the consumer wants. Mr. Maples added that we need to be experimenting with the Deals and Packages page versus going straight to the actual deals being offered. Motion was seconded by Mr. Andy Mackinnon.**

The motion above was addressed at the Chamber of Commerce Oversight Meeting on Thursday, March 26, 2009. It was decided that BCF will submit the new creative to Aristotle for both the Deals and Packages and Home Page on Gatlinburg.com. The Group also added that the changes should be completed in 90 days. After discussing this request with BCF, the 90 day time frame cannot be fulfilled due to the creative and submission process.

**NEXT MEETING DATE**

**The next Mass Media Meeting is scheduled for Friday, March 27<sup>th</sup> at 9:00 a.m. in the Board Room of the convention center.**