

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

September 25, 2007

The Gatlinburg Department of Tourism Mass Media Work Group met on September 25th, 2007 at 1:30 p.m. in the Board Room of the Convention Center. **The following members were present:** Mr. Matt Zoder, Mr. Robert Montgomery, Ms. Kathy Doyle, Ms. Jackelyn Schaffer, Mr. Tim King, Ms. Candace Ogle, Mr. Dan Saffelder, Mr. Dennis McAvoy, Mr. Bob Waikel, Ms. Vickie Simms, and Mr. David Perella.

CALL TO ORDER

Mr. David Perella called the meeting to order.

SELECTION OF CHAIRPERSON AND VICE CHAIRPERSON

Ms. Kathy Doyle motioned to appoint Mr. Robert Montgomery Chairperson, seconded by Mr. Tim King.

Ms. Kathy Doyle motioned to appoint Ms. Jackelyn Schaffer Vice Chairperson, seconded by Mr. Robert Montgomery.

ADVERTISING AGENCY INFORMATION AND DISCUSSION

Mr. David Perella discussed the fact that there has to be a line drawn between TAB and the Ad Agency. “We are the resource and the knowledge of the community, and the agency is responsible for delivering the message on their terms. We let them go with it. Otherwise, there is no need for an Ad Agency.” Ms. Kathy Doyle added that we have to step back and let the agency do what they are hired to do.

AGENDA ITEMS

Mr. Robert Montgomery brought up discussion of how we are evaluating the effectiveness of our marketing and how we will measure the success of a new Ad Agency (see example of current Magazine Research for the Jerry Henry Monthly Reports that is currently being tracked daily). All agreed that each area of the marketing puzzle need to be taken into account as a piece of the big picture. **Mr. David Perella motioned to contact Steve Etheridge to assess value of our marketing tracking, seconded by Ms. Kathy Doyle. Ms. Jackelyn motioned that we find 2 or 3 Research Firms and their bids on what they can do for us on mass media effectiveness, seconded by Ms. Kathy Doyle.** (A list of potential Advertising Agencies and Ad Agency Research Firms will be presented at the next meeting)

Advertising Agency search presentation meeting will be an open meeting that all TAB Members may attend. This meeting will include the presentations of the final 4 or 5 selected Ad Agencies and will be in January.

The Scope of this Group: It was decided that this Mass Media Workgroup will spend time looking and sorting through decisions and make a recommendation that they will then present to the entire TAB group. The Scope is to monitor the process of advertising and research results in order to efficiently present the gathered information to TAB

SCHEDULE NEXT TAB MEETING

The next Mass Media Work Group Meeting was scheduled for **Tuesday, October 30, 2007 at 1:30 pm in the Board Room at the Gatlinburg Convention Center.**

UNSCHEDULED ITEMS

There were no unscheduled items. However, Mr. David Perella reminded members that they will be going over the Research of Advertising Agencies and an updated Timeline of the advertising schedule.