

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

*November 6, 2007*

The Gatlinburg Department of Tourism Mass Media Work Group met on November 6th, 2007 at 10:30 a.m. in the Board Room of the Convention Center. **The following members were present:** Mr. Robert Montgomery, Mr. Dan Booth, Mr. Kevin Tierney, Ms. Kathy Doyle, Ms. Jackelyn Schafer, Ms. Vickie Simms, Mr. David Avery from Tombras, Ms. Cynthia Wells from Tombras, and Mr. David Perella.

**CALL TO ORDER**

Mr. Robert Montgomery called the meeting to order.

**PRESENTATION BY TOMBRAS – MR. AVERY AND MS. WELLS**

Mr. David Avery presented the 2008 Spring Media Plan and discussed the major differences in the plan (Spring 2008 Media Plan Flowchart included in TAB Packet). Ms. Cynthia Wells detailed the updates that included: Radio, Adding Frequency, New Publications, and Primary Publications. There was a discussion about the pros and cons of beginning our Spring Advertising early. The group agreed that we just want to make sure that these changes will make a difference and be a good decision.

**ADVERTISING EFFECTIVENESS**

Mr. David Perella presented four different Advertising Effectiveness Companies with a price range of \$8,000-\$29,000. Discussion began with the question of how detailed we would want the study to be. Mr. Robert Montgomery commented that he wanted a company that would address the advertising as a whole rather than just specific areas such as television. Mr. Montgomery added that we need to have an independent company not affiliated with our Advertising Agency. Mr. Perella agreed to continue researching and focus on the effectiveness as a whole by asking, “What type of research would you recommend that we do to assess the overall marketing of the city?” The group agreed that perhaps there was a lack of communication with the research company information regarding Mr. Perella’s findings. All agreed that Mr. Perella will present his new findings with the Research Agencies at the next meeting.

**SCHEDULE NEXT TAB MEETING**

The next Mass Media Meeting was not scheduled that this time. The meeting will be scheduled as needed and TAB Members will be notified.

**UNSCHEDULED ITEMS**

There were no unscheduled items. .