

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

February 10, 2009

The Gatlinburg Department of Tourism Mass Media Work Group met on February 10, 2009 at 10:00 a.m. in the Board Room of the Convention Center. **The following members were present:** Mr. Andy MacKinnon, Ms. Angela Caruthers, Mr. Dan Booth, Ms. Kathy Doyle, Ms. Jackelyn Schafer, Mr. Tim King, Mr. Sid Maples, Mr. Bob Waikel, Mr. Robert Montgomery, Mr. Walter Yeldell, Mr. David Perella, and Ms. Kathryn Boruff.

CALL TO ORDER

Ms. Jackelyn Schafer called the meeting to order.

APPROVAL OF MINUTES

A motion to approve the December 10, 2008 minutes was made by Mr. Andy MacKinnon, Seconded by Mr. Dan Booth. Motion passed.

SPRING MEDIA PLACEMENT

Mr. David Perella presented a spreadsheet of information that laid out the revised Spring Media Placement. The group looked at the placement by market and discussed the decisions and media types used to develop the revisions. The group also looked at the Google Analytics information and discussed the numbers displayed and how the measurements are made and tracked. Mr. David Perella will be emailing the Spring Media Placement to the group.

PAY PER CLICK

Mr. David Perella had a power point presentation that included information regarding the current pay per click program. The information showed that we may be purchasing words that are already being covered by local businesses (tax payers). The question that was up for discussion was ‘Should we be spending money on words that are using tax revenue and taking away from local businesses?’ Discussion was had on how the program is tracked, if it can be geotargeted, and the differences between sponsored sites and natural sites. The group decided to try and create a policy that considers a certain percentage of representation on words bought. **A motion was made by Mr. Tim King that states if we are buying words in which Gatlinburg is represented 75% or higher, we reallocate the funds to another word that is not represented as well and to monitor the words and reevaluate if changes become apparent. Seconded by Mr. Sid Maples. Motion passed.**

Discussion on the subject continued with the question of how long it will take for this policy to take over. **A motion was made by Mr. Dan Booth at if an agreement was not decided with**

Ebrains within 30 days, their contract would be cancelled. Seconded by Mr. Andy MacKinnon. Motion passed.

RESEARCH

Mr. David Perella expressed that BCF has a desire to do research on the streets of Gatlinburg to gain knowledge of how visitors are getting their information about Gatlinburg and planning their vacation. **A motion was made by Mr. Andy MacKinnon that BCF find a company to do street research to get information on how people find or hear about Gatlinburg. He also added that this be implemented immediately and that it should also include an email survey to collect further information. Seconded by Mr. Dan Booth. Motion passed.**

The group agreed that the survey will be presented the Mass Media Group and TAB before it is used or distributed for research.

UNSCHEDULED ITEMS

Mr. David Perella has asked BCF to put together a new co-op program that has different parameters. He will present the information to this group when it becomes clear.

The Pay Per Click information and street research implementation decided during this meeting will be presented to TAB later this afternoon for their approval.

NEXT MEETING DATE

The Mass Media Work Group's next meeting is scheduled for Wednesday, February 25th at 10:30 a.m. in the Board Room of the convention center.