

The Gatlinburg Board of Commissioners met in a regular meeting on Tuesday, May 18, 2010, at 6:00 P.M. in the City Council Room. All members were present. Mayor Jerry Hays called the meeting to order and led the Pledge of Allegiance and Assistant City Manager/Public Works Director Ron Greene gave the Invocation.

Mayor Hays called for a motion to approve the Minutes of the regular meeting of May 4, 2010. Commissioner Mike Werner made a motion to approve the Minutes which was seconded by Vice Mayor Mike Helton and unanimously approved.

Regarding petitions and communications from the Public and items from the audience, Mayor Hays recognized Mr. Art Swann, State Representative District 8 Candidate, who proceeded to discuss his background and stated that he has been a business owner for thirty-five years and that he had served two terms in the State Legislature representing District 20. Mr. Swann then commented that there are three important things he supports which are the Premier Resort Status, road improvements needed to Highway 321, and Tourism dollars for the State Department of Tourism, and that his previous record in the State Legislature confirms his support of all these programs. Mr. Swann concluded that as a former Floor Leader, he is ready to go to work from day one and thanked the Board for the opportunity to address them. The Mayor then thanked Mr. Swann for being at the Meeting this evening and for his comments.

There were no reports of Boards or Committees.

The City Manager reported and/or requested:

- (1) that the first item is a reminder of Friday's Gatlinburg-Pittman High School Government Day and that there will be a mock City Commission Meeting in the City Council Room at 10:30 A.M. and lunch will be at Noon and that you are invited to participate; and,
- (2) that the only other announcement is a reminder that the Gatlinburg Farmer's Market will be opening this Saturday, May 22, 2010 from 8:00 to 11:00 A.M. at the Alamo Steakhouse parking lot.

There was no Old Business.

**DISCUSSION AND CONSIDERATION OF APPROVING AN ADVERTISING AGENCY AGREEMENT WITH FAHLGREN, INC., FOR THE DEPARTMENT OF TOURISM.**

The first item under New Business was discussion and consideration of approving an Advertising Agency Agreement with Fahlgren, Inc., for the Department of Tourism. Vice Mayor Mike Helton made a motion to approve the Agreement which was seconded

by Commissioner Mike Werner. Commissioner Mark McCown then referenced the earlier Workshop Meeting and stated that each participant did a great job with their presentation. The City Manager then commented that this process began in January and that the Tourism Director and his Staff have been hard at work along with the Marketing Search Committee and the Tourism Advisory Board which have been evaluating proposals and presentations for securing new Agencies for the various advertising needs of the Department of Tourism. The City Manager concluded that the Marketing Search Committee had unanimously recommended the three Agencies that gave their presentations at the Workshop just prior to the Commission Meeting and that these recommendations have been affirmed by the Tourism Advisory Board in that these Agencies would be the best selection for the City. After the City Manager's Comments, the motion to approve the Advertising Agency Agreement with Fahlgren, Inc., for the Department of Tourism was unanimously adopted.

**DISCUSSION AND CONSIDERATION OF APPROVING A PUBLIC RELATIONS AGENCY AGREEMENT WITH PERITUS, INC., FOR THE DEPARTMENT OF TOURISM.**

Item B under New Business was discussion and consideration of approving a Public Relations Agency Agreement with Peritus, Inc., for the Department of Tourism. Commissioner Mike Werner made a motion to approve the Agreement which was seconded by Vice Mayor Helton and then unanimously adopted.

**DISCUSSION AND CONSIDERATION OF APPROVING AN ONLINE MARKETING SERVICES AGREEMENT WITH PARAMORE-REDD ONLINE MARKETING, LLC, FOR THE DEPARTMENT OF TOURISM.**

Item C under New Business was discussion and consideration of approving an Online Marketing Services Agreement with Paramore-Redd Online Marketing, LLC, for the Department of Tourism. Commissioner Don Smith made a motion to approve the Agreement which was seconded by Commissioner Mike Werner and then unanimously adopted.

**DISCUSSION AND CONSIDERATION OF APPROVING AN APPLICATION FOR A SECTION 5311 MASS TRANSIT GRANT FOR THE MASS TRANSIT DEPARTMENT.**

The last item under New Business was discussion and consideration of approving an application for a Section 5311 Mass Transit Grant for the Mass Transit Department. Commissioner Mike Werner made a motion to approve the application which was seconded by Vice Mayor Mike Helton. The Mass Transit Manager then stated that this is a yearly grant and it is in the amount of \$528,000 and that this grant will offset operating and maintenance expenses. The City Manager further commented that this is a newer revenue source that has only been available the last few years and that Mr.

Parton does a great job managing the Mass Transit Grants for the City. After the City Manager's comments, the motion to approve the application for a Section 5311 Mass Transit Grant for the Mass Transit Department was unanimously adopted.

**UNSCHEDULED ITEMS:**

**Commissioner Mike Werner:**

- (1) Expressed congratulations to the new agencies and marketing team and stated that Commission will help in any way possible; and,
- (2) Asked Mr. Brian Papworth about the Scottish Games and he responded that the Games seemed to have been a win-win situation and that he would like to see the Highland Games Board work better with the City so that this event could have a much larger participation.

**Vice Mayor Mike Helton:**

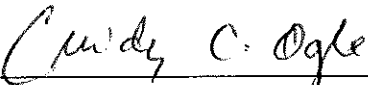
- (1) Stated that he was happy for the Agencies that are getting the Advertising Contracts; and,
- (2) Congratulated the Gatlinburg-Pittman High School Graduates; and,
- (3) Also expressed congratulations to the 8<sup>th</sup> Grade Graduates at the Pi Beta Phi Elementary School.

**Mayor Jerry Hays:**

- (1) Congratulated the new marketing team; and,
- (2) Thanked Mr. Art Swann for coming to the meeting tonight.

There being no further business to come before the City Commission, Commissioner Mike Werner made a motion to adjourn. Vice Mayor Mike Helton seconded the motion which was unanimously approved.

  
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Mike Helton, Mayor

  
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Cindy Cameron Ogle, City Recorder

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