

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

January 24, 2008

The Gatlinburg Department of Tourism Advisory Board met on January 24, 2008 at 1:30 pm in Meeting Rooms 6 - 7 of the Convention Center. **The following members were present:** Mr. Kevin Tierney, Mr. Dan Booth, Mr. Bud Lawson, Mr. Sid maples, Mr. Bob Waikel, Ms. Sandy McCown, Mr. Andy MacKinnon, Mr. Dan Saffelder, Mr. Joe Waggoner, Ms. Kathy Doyle, Mr. Robert Montgomery, Ms. Jackelyn Schaffer, Mr. Tim King, Mr. Matt Zoder, Mr. Ryan DeSear, Mr. Dennis McAvoy, Ms. Candace Ogle, Mr. Darrell Whitchurch, Mr. Harry Montgomery, Mr. Mike Werner, Mr. Kent Cave, Ms. Vickie Simms **City of Gatlinburg Staff included:** City Manager Ms. Cindy Ogle, Executive Director David Perella and Ms. Kathryn Smith.

CALL TO ORDER

Mr. Maples called the meeting to order.

APPROVAL OF SEPTEMBER 11, 2007 MEETING MINUTES

Motion to approve September 11, 2007 Meeting Minutes was made by Ms. Sandy McCown, seconded by Mr. Mike Werner. Motion passed.

FRENCH WEST VAUGHN REPORT

Mr. David Perella presented the 2007 overview for Media Relations. The packet included: press releases, media earned, impact of media coverage, press coverage info, feeder markets info, highlights of National Media Coverage, and goals/ideas for 2008. Mr. Perella addressed spending amounts on our PR efforts stating, "BCF thinks that we do not spend enough in our PR efforts." In order to receive more hours from FWV to increase our PR efforts, discussion about increasing the cost by \$36,000 began. **Mr. Joe Waggoner motioned to grant the additional \$36,000, there was no second, and the motion did not pass.**

Mr. Robert Montgomery motioned to table the PR cost increase until after the advertising agency presentation and discussion, second by Mr. Ryan DeSear. Motion passed.

SEARCH COMMITTEE RECOMMENDATION FOR AD AGENCY

Mr. David Perella explained that this had been a very long process, but that the committee was ready to come forward with a recommendation. A video introduction from Mr. Art Webb, President and CEO of BCF, was presented.

Several slides from BCF's presentation to the Search Committee were discussed. The slides included information and percentages of types of audiences, advertising placement examples, statistics on advertising effectiveness, and our current standing on visitor types.

A second video, BCF's Branding Video, was shown. Mr. Perella commented that BCF would be the lead agency of all of our Marketing Partners.

A spreadsheet comparison was presented on the overhead that showed the breakdown in cost of both Tombras and BCF.

Motion to select BCF as our new advertising agency was made by Ms. Kathy Doyle, seconded by Mr. Joe Waggoner. Motion passed unanimously.

PR COST INCREASE – TABLED MOTION FROM BEGINNING OF MEETING

Mr. Dan Booth asked TAB to consider the quality of work that would be given if we did not grant the extra costs. Mr. Kevin Tierney suggested we wait a month or so before making the decision. **Mr. Andy MacKinnon's amended motion was to wait until sometime in the future before granting the extra cost to French West Vaughn Public Relations Company, seconded by Mr. Ryan DeSear. Mr. Darrell Whitchurch and Mr. Sid Maples opposed the motion. Motion passed.**

MARKETING PLAN DEVELOPMENT CALENDAR

Each member received a list of calendar dates. **Mr. Robert Montgomery motioned to approve the calendar with the change to June 4th at 1:30 being the Marketing Plan Presentation, seconded by Ms. Kathy Doyle. Motion passed.**

NEXT MEETING DATE

The next TAB Meeting is scheduled for Thursday, April 24th at 1:30 pm.

GATLINBURG DEPARTMENT OF TOURISM
Advertising Agency Search Committee Minutes
January 24, 2008

The Gatlinburg Department of Tourism Advertising Agency Search Committee met on January 24th, 2008 at 12:00 p.m. in the Board Room at the Convention Center. **The following members were present:** Ms. Kathy Doyle, Mr. Robert Montgomery, Ms. Jackelyn Schaffer, Mr. Sid Maples, Mr. Dan Booth, Ms. Cindy Ogle, and Mr. David Perella.

GOAL OF THE MEETING

The goal of the luncheon was for the Advertising Agency Search Committee to discuss and vote on the agency they would be presenting to the Tourism Advisory Board that afternoon during the 1:30 pm meeting.

PRICE COMPARISON SPREADSHEETS

Mr. David Perella presented two price comparison and breakdown spreadsheets to the committee. The first spreadsheet was a cost comparison between Tombras and BCF. The second spreadsheet was a comparison of fees between the top 4 agencies that the committee considered. There was discussion about the fact that there will be a distinct change in the way we do business if BCF becomes our new ad agency. One change was made on the Tombras and BCF comparison spreadsheet: the TV Production for BCF on year 2. (Spreadsheets are available through David Perella).

MEASURING SUCCESS

Discussion was had regarding how we would be measuring the success of BCF. Specific contract dates and commitment requirements were also brought up. Ms. Kathy Doyle stated that the goal is just to ensure that BCF has something is in place and setup, and that they have at least thought about the process of measurement and placement.

GENERAL FINDINGS

Mr. Sid Maples commented that, in the end, it will cost us less to produce commercials but more to produce a marketing campaign. The group also discussed the fact that we would be paying the same amount of money for fewer commercials and how that mindset would be perceived by the community and TAB Members. Mr. Robert Montgomery stated that the bottom line would be that BCF would cost us \$75,000 more a year. Ms. Cindy Ogle closed discussion by commenting that the actual money breakdown has not been set – and won't be until after the Tourism Summit when we can sit down and figure it all out.

SCHEDULED MEETINGS

Tuesday, February 5th is the Workshop for City Commission with the BCF presentation.

Thursday, March 6th is the Tourism Summit at the Gatlinburg Convention Center.