

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

May 15, 2008

The Gatlinburg Department of Tourism Advisory Board met on May 15, 2008 at 1:30 pm in Meeting Rooms 1 - 3 of the Convention Center. **The following members were present:** Mr. Kevin Tierney, Mr. Dan Booth, Mr. Sid Maples, Mr. Bob Waikel, Mr. Dan Saffelder, Mr. Joe Waggoner, Ms. Kathy Doyle, Mr. Robert Montgomery, Ms. Jackelyn Schaffer, Mr. Tim King, Mr. Ryan DeSear, Mr. Mike Werner, Ms. Vickie Simms. **Non Members Included:** Mr. Ira Lapidés and Mr. Karl Thomas **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 January 24, 2008 MEETING MINUTES

Motion to approve January 24, 2008 Meeting Minutes was made by Ms Kathy Doyle, seconded by Mr. Robert Montgomery. Motion passed.

MARKETING ASSESSMENT

Mr. David Perella presented the schedule for the FY 2008-2009 Gatlinburg Department of Tourism Marketing Plan. The meeting dates are as follows: Committee Meetings on May 19, 2008 for the presentations of the draft plan for each discipline. May 20 – June 6, 2008 will be video and still photography locations shoots. TAB Meeting on June 4, 2008 for presentation of the Marketing Plan to TAB Members. Mayor and Board of Commissioner Marketing Plan Workshop on June 17, 2008 will be the draft of the Marketing Plan. Marketing Plan Presentation to the Business Community July 10, 2008 from 4:00 – 6:00 pm. (Please see attached schedule for further details).

Jerry Henry will be compiling a Monthly Report for us to assess the success of the marketing and advertising.

NEW PROMOTIONS

David Perella explained that the Convention Center and DOT is looking to tie in with a Christian Concert Tour and host an outdoor music festival in the future. Mr. Perella wanted to get ideas and comments on how the community and businesses felt about going after this promotional idea and pursuing it further. There have been preliminary discussions among the contact person involved in the event, David Perella, and BCF. A meeting is set for June to discuss further plans.

The TAB Members unanimously agreed that we should go forward with this idea and at least get more details to see if this is a direction we want to move in. Members felt that an event like this would bring business to town and that it would open doors for Sponsorships and future contacts.

BCF LOGO APPROVAL

David Perella presented the three logos that BCF provided for approval. Mr. Perella explained that BCF had recommended that the third choice be heavily considered. **A Motion to approve logo choice #3 was made by Kathy Doyle, seconded by Mr. Kevin Tierney. Motion passed.**

TUNES AND TALES SCHEDULE FOR 2008

TAB Members were given a printed schedule for this year's Tunes and Tales. David Perella reminded members that BCF commented that Tunes and Tales should "Have the same impact for less money." The budget of Tunes and Tales, and the future of the event, will depend on what money we have available to spend on it.

There was also a discussion and explanation of budget cuts due to taxes. David Perella was asked by members to contact Allen Newton to get an update on the committee that is responsible for handling the County's Tax dollars for advertising.

"JUST A TANK AWAY" LINE

Mr. Mike Werner suggested that we run a "Just a Tank of Gas Away" campaign with the Tunes and Tales money to drive business. Discussion was made using the slogan in an email blast. David Perella was asked to contact BCF to get their opinion on maybe doing a email blast to spike vacation guide requests. Members agreed that there is immediate concern for visitor numbers and that we should do whatever we can to help the situation. **A motion was made by Ms. Jackelyn Schaffer for a Call to Action, Mr. Robert Montgomery amended the motions by adding that we follow through using Ebrain's suggestion that was given in their monthly report and to include the "Tank" line in the blast. Ms. Kathy Doyle seconded the motion and amendment.**

UNSCHEDULED ITEMS

Ms. Vickie Simms reminded members to play golf on May 29th with the Chamber of Commerce. Ms. Kathy Doyle reminded members that the Fine Arts Festival is this weekend. Mr. Bob Waikel expressed his Jellico Welcome Center concerns and that we need to make sure that signage is taken care of to inform visitors.

NEXT MEETING DATE

The next TAB Meeting is scheduled for June 4, 2008 at 1:30 pm at the Gatlinburg Convention Center. The Agenda will be the Marketing Plan Presentation.