

**GATLINBURG DEPARTMENT OF TOURISM  
ADVISORY BOARD MINUTES**

*July 7, 2008*

The Gatlinburg Department of Tourism Advisory Board met on July 7, 2008 at 1:30 pm in Meeting Rooms 1-3 of the Convention Center. **The following members were present:** Mr. Dan Booth, Mr. Sid maples, Mr. Dan Saffelder, Mr. Joe Waggoner, Ms. Kathy Doyle, Ms. Jackelyn Schaffer, Mr. Ryan DeSear, Mr. Dennis McAvoy, Ms. Candace Ogle, and Commissioner Harry Montgomery **City of Gatlinburg Staff included:** City Manager Ms. Cindy Ogle, Executive Director David Perella, and Finance Director Mr. David Beeler.

**CALL TO ORDER**

Mr. Maples called the meeting to order.

**APPROVAL OF MINUTES**

**Motion made by Ms. Kathy Doyle to approve June 4<sup>th</sup> Meeting Minutes, second by Mr. Dan Booth. Motion passed.**

**ELECTION OF POSITIONS**

**Motion by Ms. Kathy Doyle to elect Mr. Dan Booth as Chairperson, seconded by Mr. Ryan DeSear. Motion passed.** Mr. Dan Booth opened the floor for any nominations to fill the open Co. Chairperson or Secretary positions. **Motion by Mr. Harry Montgomery to hold off on filling those positions until the next meeting, second by Mr. Sid Maples. Motion passed.**

**HANDOUT OF PROMOTIONAL EMAIL INFORMATION**

David Perella began discussion of our current email list in regards to the 'Less Than a Tank Away' promotion. Mr. Sid Maples believes that the page itself is confusing for visitors. He commented that he is having a hard time finding his own deals on the page. Mr. Dan Booth suggested putting the website deals and packages discussion off until next Wednesday's Internet Meeting.

**CREATIVE PRINTWORK AND RADIO PROMOTION**

David Perella passed around 12 examples of the creative print work that BCF has provided. The Department of Tourism Staff performed a 60 second Radio Promotion for the members to hear. There was also a 30 second piece presented. Ms. Kathy Doyle commented that some of the lines would not be appropriate to use throughout the entire year (ex. 'Hitting the slopes' would not work for the summer seasons). David Perella commented that we can cut and replace information on these commercials if we want to.

## CREATIVE COMMERCIAL

David Perella showed the creative commercial that BCF provided. Ryan DeSear began discussion by commenting that parts of the population will want to see attractions and hear about them. He added that he loved the spot but would just like to have the amusements covered. David Perella commented that BCF is concentrating on selling Gatlinburg as a whole and what this location is in a deeper feeling sense. Sid Maples added that this is not a typical advertisement and that we are completely rebranding ourselves. There was also a discussion of including the telephone number on the creative. David Perella responded by saying that BCF had no intentions of including the telephone number. Ms. Jackelyn Schaffer commented that she would be willing to do without the telephone number as long as the number is prominent on the top of the webpage.

Ms. Cindy Ogle believes that we are going to hard time measuring the success of this change with such a hard year ahead of us. The group had a discussion of we can measure our success in conjunction with destinations similar to Gatlinburg. Ryan DeSear also added that we have to give BCF more than a year to prove themselves.

## BUDGET

Each member of the board received a copy of the budget. David Perella and Cindy Ogle began the Budget discussion by going over the loss of the Lodging Tax. Ms. Cindy Ogle reviewed that problem of annexation by commenting on the infrastructure difficulties. The group believes that we should have a representative on the County Board.

David Perella went over the major changes that have taken place for this year's budget. **Motion made by Mr. Ryan DeSear to approve the Budget, second made by Mr. Sid maples. Motion passed.**

## UNSCHEDULED ITEMS

Mr. Sid Maples commented on the attendance of TAB Members to the meetings. He wanted to point out that 6 of the 22 members have missed half of the meetings. Ms. Cindy Ogle added that maybe Commission needs to revisit the Ordinance and rehash the guidelines so that we can get active members. Ms. Kathy Doyle remembers there being policies set for attendance and will go back in her records to find that information. As the new Chairperson, Mr. Dan Booth will be calling all of the Tourism Advisory Board members to see if they are going to continue to be an active member of TAB. He will be bringing up the attendance policy at one of the next meetings.

Ryan DeSear commented that he would be willing to put the All Day Trolley Pass ticket sales in his venues when it is needed.

A discussion on Special Events and the funding took place. David Perella commented that some of the events need to be cut on funding so that we can use that money on Marketing Dollars. Mr. Ryan DeSear ended the meeting with comments regarding the repaving of the Spur. He believes that the City should over take the Spur and that the recent closings and decisions centered around the repaving process have been unfair. He plans to discuss it with the National Park in the coming days and simply wanted the Tourism Advisory Board's approval and feelings about it.