

**GATLINBURG DEPARTMENT OF TOURISM  
ADVISORY BOARD MINUTES**

*August 28, 2008*

The Gatlinburg Department of Tourism Advisory Board met on August 28, 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 Schafer, Mr. Ryan DeSear, Mr. Dennis McAvoy, Ms. Candace Ogle, Mayor Mike Werner, Mr. Tim King, Ms. Vickie Simms, Mr. Andy MacKinnon, Mr. Bob Waikel, Mr. Kevin Tierney, and Commissioner Harry Montgomery **City of Gatlinburg Staff included:** City Manager Ms. Cindy Ogle, Executive Director David Perella, and Ms. Kathryn Smith

**CALL TO ORDER**

Mr. Dan Booth called the meeting to order.

**ELECTION OF CHAIRMAN, VICE CHAIRMAN, AND SECRETARY**

Mr. Dan Booth elected as Chairman. Ms. Jackelyn Schafer elected as Vice Chairman. Mr. Andy MacKinnon elected as Secretary.

**APPROVAL OF MINUTES**

**A motion was made by Mr. Dennis McAvoy to approve the July 7<sup>th</sup> Meeting Minutes. Seconded by Mr. Dan Booth. Motion passes.**

**EXECUTIVE DIRECTOR'S REPORT**

A Trolley Pass update was given by David Perella that included the total amount of passes sold so far. David Perella also introduced a new Trolley Route that will be tested. There were 3 example Routes described. The change of the Trolley System is due to a federal law prohibiting a mass transit service to provide public charter. Thus, the City of Gatlinburg Trolley can no longer be leased out to groups at the convention center. The intention is to make this new Route permanent the first of November.

**SPECIAL EVENTS WORK GROUP REPORT**

The Special Events Report was given to each TAB Member in the monthly packet. The report included all of the information that was discussed in the Special Events Work Group Meeting regarding Tunes and Tales, Mountain Fest, and Ribfest. **A motion was made by Andy MacKinnon to approve the work group's recommendation to have Mountain Fest the weekend of Ribfest, bring the crafters downtown to let them sell on April 24<sup>th</sup> and 25<sup>th</sup>, and**

**begin Tunes and Tales on that weekend and have it run on weekends thru Memorial Day. Seconded by Dennis McAvoy. Motion was withdrawn.**

Members brought up questions such as times and locations that the crafters would be working with, issues concerning business licenses, getting crafters to commit, and selling on sidewalks.

**A motion was made by Ryan DeSear to send their recommendation back to the Special Events Work Group to work on further details. Seconded by Kathy Doyle. Motion passes.**

The Special Events Work Group also recommended that a Fall Tunes and Tales begin on October 3 and run thru the 25<sup>th</sup> on weekend. **A motion to have a fall Tunes and Tales on weekends was put on the floor from the work group. There was no second. The motion did not pass. There was one abstention.**

Mr. George Hawkins is still doing research on the Winter Festival idea that was included in the Special Events Work Group Report. He will report back to TAB when further details become available.

## MASS MEDIA WORKGROUP

David Perella showed the mock up for our micro site that BCF has proposed. The site will allow visitors to interact with the idea of 'Reaching Higher Ground.' **A motion was made by Ms. Kathy Doyle to move forward with the micro site. Seconded by Mr. Sid Maples. Motion passes.**

## WEBSITE PROPOSAL

David Perella included the 3 bid budget breakdowns to redesign the website. Mr. Perella also displayed an example site from Virginia Beach that would be similar to the site BCF would design for Gatlinburg. The Mass Media Work Group recommends that we allow BCF to redesign the site. **A motion was made by Mr. Sid Maples to assign BCF to redesign the website. Seconded by Mr. Ryan DeSear. Motion passes.**

## CITY OF GATLINBURG AND CHAMBER OF COMMERCE AGREEMENT

The agreement made between the Chamber of Commerce and the City of Gatlinburg encompasses 2 previous agreements and lay out responsibilities of the websites. The detailed agreement was included in each TAB member's monthly packet. **A motion was made by Mr. Joe Waggoner to accept the agreement between the Chamber of Commerce and the City of Gatlinburg. Seconded by Mr. Ryan DeSear. Motion passes.**

## NEW WORK GROUP SET UP

In order to reduce the size of discussions and confusion, it was suggested by David Perella that the Work Groups be combined into 3 individual Groups. The Groups will include: Convention Center/Group Sales, Mass Media, and Leisure. **A motion was made by Mr. Joe Waggoner to approve the Work Group set up. Seconded by Mr. Dennis McAvoy. Motion passes.**

## NEXT MEETING DATE

The next Tourism Advisory Board Meeting is set for Thursday, November 6<sup>th</sup> at 1:30 pm in Meeting Rooms 1-3 at the convention center.