

**GATLINBURG DEPARTMENT OF TOURISM  
ADVISORY BOARD MINUTES**

*November 24, 2009*

The Gatlinburg Department of Tourism Advisory Board met on November 24, 2009 at 1:30 pm in the Boardroom of the Convention Center. **The following were present:** Mr. Joe Waggoner, Mr. Dan Booth, Ms. Jackelyn Schafer, Mr. Dennis McAvoy, Ms. Kathy Doyle, Mr. Kevin Tierney, Mr. Mike Werner, Ms. Jackie Leatherwood, Mr. Karl Thomas, Mr. Kent Cave, Ms. Vicki Simms, Ms. Gretchen Ogle, Ms. Angela Caruthers, Mr. Cam Caton, Mr. Ryan DeSear, Mr. Tim King, Ms. Cindy Ogle, Ms. Olivia Reppert, and Mr. David Perella

**CALL TO ORDER**

Mr. Dan Booth called the meeting to order.

**APPROVAL OF MINUTES**

**A Motion was made by Mr. Ryan DeSear to approve the October 5, 2009 meeting minutes, seconded by Ms. Kathy Doyle. Motion passed.**

**COMMERCIAL OVERVIEW**

Mr. David Perella presented two new Gatlinburg commercials, and the new Aquarium commercial. After review, Ms. Vicki Simms commented that 1-800-73-VISIT was not referred to in the commercial. Mr. David Perella recommended the number be put in the lower right hand corner. **A motion was made by Mr. Joe Waggoner to approve the commercials with the recommended corrections, seconded by Mr. Ryan DeSear. Motion passed.**

**SPRING MEDIA PLACEMENT**

Mr. David Perella presented the spring media placement. After much review, **a motion was made by Mr. Ryan DeSear to approve the media placement, seconded by Mr. Tim King. Motion Passed.**

**NEXT MEETING DATE**

**The next TAB Meeting is scheduled for Thursday, January 21<sup>st</sup> at 1:30 pm in the Board Room of the convention center.**