

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

November 5, 2009

The Gatlinburg Department of Tourism Advisory Board met on November 5, 2009 at 1:30 pm in the Board Room of the Convention Center. **The following members were present:** Ms. Cindy Ogle, Mr. David Perella, Ms. Olivia Reppert, Mr. Mike Werner, Mr. Joe Waggoner, Ms. Kathy Doyle, Mr. Dan Booth, Ms. Candace Ogle, Mr. Kevin Tierney, Ms. Vicki Simms, Ms. Jackelyn Schafer, Mr. Karl Thomas, Mr. Tim King, Mr. Sid Maples, Mr. Dennis McAvoy, Ms. Angela Caruthers, Ms. Jackie Leatherwood, Mr. Logan Coykendall, Mr. Darrell Whitchurch and Mr. Robert Montgomery.

CALL TO ORDER

Mr. Dan Booth called the meeting to order.

CHAIRMAN REPORT

Mr. David Perella commented he has been out with BCF filming the commercial. Also, the weather for the Chili Cook Off was great.

BCF

Mr. David Perella presented an overview of the production. He spoke about royalties from previous commercials and photography. He stated that we have use of the photographs for six more months. Also, the new commercials and photography will not have any royalties. Mr. Karl Thomas stated that he thinks BCF is very professional, and he thinks we will get a great product.

PAY PER CLICK

Mr. David Perella reviewed the revised pay per click budget.

SPRING MEDIA

Mr. David presented the media plan, and after much discussion, **A Motion was made by Mr. Robert Montgomery that BCF e-mails an update to TAB of what banner ads are being used, and approves Spring Media Ad. Motion was seconded by Ms. Sid Maples. Motion passed.**

NEXT MEETING DATE

The next TAB Meeting is November 24, 2009 @ 1:30 p.m.