

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

June 2, 2009

The Gatlinburg Department of Tourism Advisory Board met on June 2, 2009 at 9:00 am in the Board Room of the Convention Center. **The following members were present:** Mr. Eric Lonning, Mr. David Perella, Mr. Dennis McAvoy, Mr. Ryan DeSear, Ms. Kathy Doyle, Mr. Dan Booth, Ms. Candace Ogle, Mr. Bob Waikel, Mr. Kevin Tierney, Mr. Jerry Morton, Ms. Sharon Rinehart, Mr. walter Yeldell, Ms. Vickie Simms, Ms. Angela Caruthers, Ms. Jackelyn Schafer, Mr. Karl Thomas, Mr. Andy MacKinnon, Mr. Sid Maples, and Mr. Dan Saffelder.

CALL TO ORDER

Mr. Dan Booth called the meeting to order.

APPROVAL OF MINUTES

A Motion was made by Mr. Dennis McAvoy to approve the March 19, 2009 meeting minutes, seconded by Ms. Kathy Doyle. Motion passes.

CHAIRMAN REPORT

Mr. David Perella showed the group the Telly Award that the City of Gatlinburg won for the television commercial.

PRICE CHANGE RECOMMENDATION

A worksheet was distributed the each member. The sheet listed the liquor, wine, and beer prices for several other local facilities. The Department of Tourism and Convention Center had proposed to increase the prices to be in line with the Sevierville Center – Liquor \$6.00, Wine \$6.00, Beer \$4.50. **A Motion was made by Ms. Kathy Doyle to approve the recommended price increase to match Sevierville’s prices. Seconded by Mr. Ryan DeSear. Motion passed**

MARKETING PLAN PRESENTATION

Eric Lonning, our representative from BCF, gave a power point presentation with information about the 2009-2010 Marketing Plan for the City of Gatlinburg. The group received a packet of information that outlined the changes to the plan. Changes in that packet included: the FY be changed on the first page to 2009 and 2010, ‘attraction’ be changed to ‘association’ on the bottom of the third page, and ‘hispanic’ words or references be changed to ‘diversity’. **A Motion was made by Mr. Andy MacKinnon to approve the plan and recommend that it be presented to City Commission with the 3 changes discussed. Seconded by Mr. Ryan Desear. Motion passed.** The Marketing Plan will be available for viewing on the extranet website when it has been approved.

STREET RESEARCH UPDATE

The most recent TAB Packets included the first information received from Steve Ethridge's Street Research Surveys. Mr. David Perella went over some of the questions and explained that we will have to wait 3 to 4 months before we can be statistically accurate with the findings. The group will continue to be updated as information becomes available.

UNSCHEDULED

Mr. David Perella announced that there will be a meeting on **Thursday afternoon** after the Marketing Plan Presentation to the business community. At **3:00 pm**, members are urged to attend a meeting with **Art Webb to discuss community awareness**. The meeting will be in the Board Room of the convention center.

NEXT MEETING DATE

The next TAB Meeting is TBA. All Members were encouraged to attend the Marketing Plan Presentation to the business community on Thursday, June 4th at 8:30 am in Mills Auditorium of the convention center.