

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

February 11, 2010

The Gatlinburg Department of Tourism Advisory Board met on February 11, 2010 at 1:30 pm in the Board Room of the Convention Center. **The following members were present:** Mr. Dan Saffelder, Mr. David Perella, Ms. Olivia Reppert, Mr. Dennis McAvoy, Mr. Ryan DeSear, Ms. Kathy Doyle, Mr. Dan Booth, Mr. Logan Coykendall, Mr. Kevin Tierney, Ms. Vicki Simms, Ms. Jackelyn Schafer, Mr. Sid Maples, Ms. Jackie Leatherwood, Mr. Mark McCown, Mr. Joe Waggoner, Mr. Darrell Whitchurch, and Mr. Robert Montgomery.

CALL TO ORDER

Mr. Ryan DeSear called the meeting to order.

DISCUSSION AND CONSIDERATION OF MARKETING REORGANIZATION PLAN

Mr. David Perella reviewed the Marketing Reorganization Plan, and stated the Department of Tourism should bid out the three marketing segments; Public Relations, Interactive, & Advertising. The Ad Agency is responsible for traditional media, and the Interactive is responsible for the web related marketing. Also, Mr. David Perella commented that the Department of Tourism staff will be responsible for magazine placement, and that four trips to Gatlinburg per year will be included in the cost.

Online Marketing Agency

Mr. David Perella stated that each item will be bid as an individual project; Cay per Click, Pay per Inquiry, E-Newsletter, Social Media, and Banner Advertising. Also, the online marketing agencies charge a smaller percentage on the Pay per Click Inquiries; which would result in a forty to fifty percent savings. Mr. David Perella commented that the online marketing agency would be responsible for automatically sending out at least three e-mails to each visitor. The first one would be a welcoming message; the next one would be thirty days before their visit, and then one after their trip to ask how their experience in Gatlinburg was. Mr. David Perella stated our database is not growing, but with the help of the online marketing agency our database could go from 170,000 to 300,000.

Mr. Robert Montgomery commented he would like for us to be able to see the companies cost; as well as their profit on each item. Also, he would like for the company to be asked "If you had 1.1 million dollars, how would you spend it?"

Mr. David Perella stated that if the City Commissioners approve this plan; this process would start in June or July. He also commented that if an ad agency would like to bid on everything, they can, and will be evaluated with each company on an individual basis.

Mr. Mark McCown commented that with this plan we can be more involved.

Public Relations

Mr. David Perella suggested that we hire more than one public relation companies and that they be in our top feeder cities.

Mr. Robert Montgomery commented that Mr. Perella's suggestion was a good idea, and we should hire four or five companies that would be responsible for certain areas.

Mr. Joe Waggoner made the motion to reorganize the city's marketing efforts by developing RFQ's for traditional media, online media, and public relations; with public relations being segmented regionally to four cities to be determined. The search committee will consist of the current TAB officers, past TAB chairs, TAB city commission representatives, Chamber President, City Manager, and Executive Director. Seconded by Ms. Kathy Doyle and the Motion Passed.

WGAT

Mr. Kevin Tierney requested permission to show commercials for special events participants on WGAT once a day for thirty days. He commented that some of the vendors in the commercials are not Gatlinburg business owners, and that this would be a great opportunity for the Special Event office to get more people to participate in each event. **Mr. Dennis McAvoy makes a motion to accept Mr. Kevin Tierney's request. Seconded by Mr. Dan Saffelder and the Motion Passed.**

UNSCHEDULED ITEMS

Ms. Vicki Simms stated that on March 10, 2010 the "Spur" will be reopening from the recent rock slide.

Ms. Kathy Doyle commented that Ober Gatlinburg would be on Live at 5 at 4:00.

NEXT MEETING DATE

The next TAB Meeting is March 4, 2010 at 1:30 P.M.