

**GATLINBURG DEPARTMENT OF TOURISM  
ADVISORY BOARD MINUTES**

*April 15, 2010*

The Gatlinburg Department of Tourism Advisory Board met on April 15, 2010 at 1:30 pm in the Board Room of the Convention Center. **The following members were present:** Ms. Cindy Ogle, Mr. David Perella, Mr. Dennis McAvoy, Mr. Darrell Whitchurch, Ms. Kathy Doyle, Mr. Dan Booth, Mr. Bob Waikel, Mr. Kevin Tierney, Ms. Jackelyn Schafer, Mr. Andy MacKinnon, Mr. Sid Maples, Ms. Jackie Leatherwood, Mr. Mark McCown, Mr. Joe Waggoner, Mr. Tim King, Ms. Olivia Reppert, Ms. Vicki Simms, Ms. Angela Caruthers, Mr. Robert Montgomery, and Mr. Logan Coykendall.

**CALL TO ORDER**

Mr. Dan Booth called the meeting to order.

**APPROVAL OF MINUTES**

**A call was made by Mr. Dan Booth for approval of the January 21, 2010 meeting minutes, Ms. Kathy Doyle made the motion, seconded by Ms. Sid Maples. Motion passed.**

**STEVE ETHRIDGE REPORT**

Steve Ethridge presented his report to the TAB members. Steve stated we are attracting higher income families, they recall the advertising, they are satisfied, and are likely to return. He has performed 1800 interviews this year.

Mr. Steve Ethridge suggested that the department of tourism use right brain research. Mr. David Perella requested a proposal.

**TUNES AND TALES**

Mr. David Perella stated that we currently use 35 people a day for Tunes and Tales. David recommends that the groups are reduced. **A Motion was made by Mr. Joe Waggoner to reduce the Tunes & Tales groups. Seconded by Mr. Robert Montgomery. Motion passed.**

**NEXT MEETING DATE**

**The next TAB Meeting is May 13, 2010 at 1:30.**