

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

January 21, 2010

The Gatlinburg Department of Tourism Advisory Board met on January 21, 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. Ryan DeSear, Ms. Kathy Doyle, Mr. Bob Waikel, Mr. Kevin Tierney, Mr. Andy MacKinnon, Mr. Sid Maples, and Ms. Jackie Leatherwood, Mr. Mark McCown, Mr. Joe Waggoner, Mr. Tim King, Ms. Olivia Reppert, Mr. Brian Myers, Mr. Robert Montgomery, Mr. Logan Coykendall, Ms. Candace Ogle, Mr. Darrell Whitchurch, Mr. Karl Thomas, Ms. Vicki Simms, and Ms. Angela Caruthers.

CALL TO ORDER

Mr. Ryan DeSear called the meeting to order.

APPROVAL OF MINUTES

A call was made by Mr. Ryan DeSear for approval of the November 24, 2009 meeting minutes, Mr. Sid Maples made the motion, seconded by Mr. Tim King. Motion passed.

STEVE ETHRIDGE RESEARCH

Mr. David Perella reviewed the research provided by Ethridge. He stated that Mr. Steave Ethridge suggests we expand our research. The research indicated November's visitor income was up by 19%, over 125,000.

CONVENTION CENTER BOOKINGS

Mr. David Perella presented the Convention Center bookings update. Mr. Perella stated that the Gatlinburg Convention Center is booked 68% of the year. This percent does not include small groups, 200-300 people. Mr. Perella stated that the Sales Department spends 30-40 % of their time prospecting new business. He also commented that there needs to be higher end convention center hotel rooms in the community, and we would rather large groups book the convention center and smaller groups go to hotels with meeting facilities.

MID- YEAR FINANCIAL REVIEW

Mr. Perella reviewed the budget. He stated that the leased access for WGAT was being increased 64%.

BCF

Mr. David Perella presented the four final Gatlinburg commercials. Many members commented BCF does not complete things in a timely manner. Ms. Cindy Ogle stated she would like to hear from the business community. After much discussion; **A Motion was made by Mr. Ryan DeSear to present the current issues with BCF to the Mass Media committee. Seconded by Mr. Dennis McAvoy. Motion passed.**

NEXT MEETING DATE

The next TAB Meeting will be March 4th at 1:30.