

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

March 8, 2007

The Gatlinburg Department of Tourism Advisory Board met on March 8, 2007, at 1:30p.m. in Meeting Rooms 1 through 3 of the Convention Center. **The following members were present:** Mr. Dan Booth, Chairman Sid Maples, Mr. Bob Waikel, Mr. Dan Saffelder, Mr. Joe Waggoner, Ms. Kathy Doyle, Mr. Robert Montgomery, Ms. Jackelyn Schafer, Mr. Tim King, Mr. Matt Zoder, Mr. Sam Large, Mr. Darrell Whitchurch, Commissioner Mike Werner, Commissioner Harry Montgomery, Ms. Vicki Simms, Mr. Kent Cave and Mr. Kevin Tierney. **City of Gatlinburg Staff included:** City Manager Cindy Ogle, Executive Director David Perella and Ms. Delea Patterson. **Business community member present:** Mr. Joel Young.

CALL TO ORDER

Chairman Maples called the meeting to order.

APPROVAL OF FEBRUARY 1, 2007 MEETING MINUTES

Chairman Maples asked if any changes/corrections needed to be made to the February 1, 2007 meeting minutes. **Motion to approve the February 1, 2007 minutes was made by Chairman Maples, seconded by Mr. Montgomery and unanimously approved. Mr Montgomery motioned to have notice of a board meeting sent out the week before and that anyone absent receive any handouts and the meeting minutes approximately 10 days after the meeting. Mr. Booth seconded the motion. The motion was unanimously approved.**

DISCUSSION AND CONSIDERATION OF A HOUSING BUREAU SYSTEM FOR THE CONVENTION CENTER

Mr. Perella presented an overview of Passkey, a housing bureau system designed for convention center groups. Discussion of the need for this system took place ending with Mr. Montgomery requesting that Mr. Perella have a representative of Passkey present the system to the lodging association. After the presentation to the lodging association the board will re-review this item. **Mr. Montgomery motioned to table this item. Mr. Whitchurch seconded the motion. The motion was unanimously approved.**

SMOKY MOUNTAIN TUNES AND TALES DATES AND COST ESTIMATE FOR 2007

Mr. Montgomery stated that there needs to be more community support of the theme. He suggested placing information on all front desks similar to the style of Ober Gatlinburg's program. He requested that The Imagination House supply a detailed plan about the promotion and to advertise the event on local channel 69. **Mr. Waggoner motioned to accept the**

operating expenses for the 2007 Smoky Mountain Tunes and Tales. Ms. Doyle seconded the motion with the motion being unanimously approved. Mr. Perella stated that the board will receive the entire marketing plan at the next board meeting scheduled for April 12. **Mr. Montgomery motioned that The Imagination House provide specific details about the initiative and where the program is going. Commissioner Werner seconded the motion. The motion was unanimously approved.** Mr. Booth stated that he would like to see the plan 6 months ahead of time.

WINTER MAGIC TUNES AND TALES DATES AND COST ESTIMATE

Mr. Booth motioned that Mr. Perella look into the cost of replacing all the lighting on the Parkway. Mr. Montgomery seconded the motion. The motion was unanimously approved. Mr. Perella stated that Winter Magic would be Thursday, Friday and Saturday evenings. The program will start after Thanksgiving. **Mr. Waggoner motioned to begin Winter Magic on Thanksgiving and to accept the Winter Magic budget. Mr. Saffelder seconded the motion. The motion was unanimously approved. Mr. Montgomery motioned to amend the motion to start Winter Magic the Friday after Thanksgiving. The motion was seconded by Ms. Doyle and unanimously approved.** Some discussion regarding the nights of Winter Magic led to **Mr. Waggoner making the motion to approve the budget of \$59,375 for the stated time frame of November 22 through Christmas. The motion was seconded by Mr. Whitchurch and passed with one opposed.** Mr. Perella said that the board will have the Winter Magic plan by the first week of June.

FT 2007 – 2008 MARKETING PLAN PROCESS

Mr. Montgomery motioned to accept the marketing plan and budget timeline. Mr. Saffelder seconded the motion. The motion was unanimously approved. The marketing meeting will be scheduled for April 12. The budget meeting will be scheduled for May 10. The budget will be distributed to the board by May 1. The April 12 meeting will begin at 12:00 with a working lunch followed by the board meeting.

UNSCHEDULED ITEMS

Mr. Montgomery motioned to ask the Chamber to provide the Vacation Guide to the State to distribute at travel shows. Mr. King seconded the motion. The motion was unanimously approved.

Being no further business, the meeting was adjourned.