

**GATLINBURG DEPARTMENT OF TOURISM  
ADVISORY BOARD MINUTES**

*June 28, 2007*

The Gatlinburg Department of Tourism Advisory Board met on June 28, 2007 at 1:30 p.m. in Meeting Rooms 1 – 3 of the Convention Center. **The following members were present:** Mr. Bob Waikel, Mr. Dan Booth, Mr. Bud Lawson, Mr. Sid Maples, Ms. Sandy McCown, Mr. Andy MacKinnon, Mr. Joe Waggoner, Ms. Kathy Doyle, Mr. Robert Montgomery, Ms. Jackelyn Schafer, Mr. Tim King, Mr. Matt Zoder, Mr. Darrell Whitchurch, Commissioner Mike Werner, Commissioner Harry Montgomery, Mr. Ryan DeSear, Mr. Dennis McAvoy, Ms. Candace Ogle, Mr. David Willard, Ms. Vicki Simms and Mr. Kevin Tierney. **City of Gatlinburg Staff included:** City Manager Cindy Ogle, City Finance Director David Beeler, Executive Director David Perella and Ms. Kathryn Smith.

**CALL TO ORDER**

Mr. Maples called the meeting to order.

**APPROVAL OF MAY 10, 2007 MEETING MINUTES**

Mr. Maples asked if any changes/corrections needed to be made to the April 12, 2007 meeting minutes. **Motion to approve the May 10th, 2007 minutes was made by Ms. Doyle, seconded by Ms. Schaffer and unanimously approved.**

**CHAIRMAN'S REPORT**

Mr. Perella gave the report from the Nominating Committee. The committee recommended to the Board of Commissioners that they reappoint those on the Tourism Advisory Board and get four more At-Large Members. The recommendation has been through the first reading and is up for the second reading on July 3<sup>rd</sup>. Mr. Perella stressed that this is an Advisory Board and that we should allow for inclusion as long as it is manageable.

**APPROVAL OF POLICY CHANGES**

Welcome Center Brochure Policy:

Ms. Simms showed concern for the Chamber of Commerce's Policy and what this means for them. Simms's said the policies have always reflected one another and worries whether or not the policy will become a legal issue. Mr. Perella proposed that we may eliminate item 1 B completely. **Ms. Schaffer motioned to leave section B the way it currently stands and change the second section addressing stock brochures. The motion was seconded by Ms. Doyle and unanimously approved.**

Convention Center Wireless Internet Fee Policy:

Mr. Perella presented the policy change of reducing the Convention Center's current \$150.00 internet fee to \$25.00. **Ms. Doyle motioned to accept the policy change, Mr. Werner seconded it. The motion was unanimously approved.**

Convention Center and W.L. Mills Conference Center Outside Space Use Policy:

Mr. Perella presented the policy and explained that he wished to make our policy match that of the City's current policy regarding the 10ft. area in front of businesses. **Mr. Werner made the motion to accept the policy change, Ms. McCown seconded it. The motion was unanimously approved.**

Non City Produced Special Events Policy:

Mr. Willard stressed that the language in Item 4 should be reconsidered to read "...Advisory Board for review with recommendation going to the City's Executive Director or City Commission." Mr. Booth brought up the question of what exactly defines a "special event." Ms. Ogle brought to the Board's attention that \$18,000 was in the budget for this year's events. Mr. Perella presented the Profit and Loss information for the Scottish Games, the Fine Arts Festival, and the Thanksgiving Bowl. The definition of "special event" and what determines it was discussed several times among the members. **Mr. Maples motioned to table the policy and revisit it at a later meeting. The Special Events Meeting is set for Thursday, July 12, 2007 at 1:30 pm.**

Media Placement Policy:

Mr. Perella provided a memorandum describing the changes in advertising placement with Ms. Simms clarifying the information regarding the dates. Several members questioned what "package" entailed and wondered the value in changing a plan such as this "mid stream". **The board unanimously agreed that something needs to be done.** Tourism numbers in our surrounding areas were discussed, our current 'call to action' was considered, and discussions about national trends and numbers took place. **Mr. Booth motioned to proceed with the policy, Ms. Doyle seconded it. The motion was unanimously approved.**

## SPECIAL EVENTS SCHEDULE

Mr. Maples felt that the Special Events Schedule would need to be discussed at a later meeting. In discussing the subject, the elimination of the 4<sup>th</sup> of July Fireworks was brought up. **Ms. Doyle motioned to revisit the fireworks elimination issue, Mr. Booth seconded it. The motion was unanimously approved.**

Mr. Perella stated that he felt the Special Events Policy needed to be discussed in the near future before addressing the Fireworks. **Mr. Maples set the Special Events meeting for Thursday, July 12, 2007 at 1:30 p.m. in Meeting Rooms 1 and 2 of the Convention Center.**

## NEXT MEETING DATE TO DISCUSS SPECIAL EVENTS

The next meeting date was scheduled for Thursday, July 12, 2007 at 1:30p.m. in Meeting Rooms 1 and 2 of the Convention Center.

## **UNSCHEDULED ITEMS**

Ms. Schaffer requested a list of the participants on the Lodging Occupancy Report. Several members requested a printed schedule of Tunes and Tales for their businesses. Members expressed that they really enjoyed Tunes and Tales and have heard positive feedback from visitors. Zeno the Dancing Bear made a special appearance to entertain Board Members. The performance is part of the Tunes and Tales Event.

Being no further business, the meeting was adjourned.