

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

July 12, 2007

The Gatlinburg Department of Tourism Advisory Board met on July 12, 2007 at 1:30 p.m. in the Board Room of the Convention Center. **The following members were present:** Mr. Bob Waikel, Mr. Dan Booth, Mr. Bud Lawson, Mr. Sid Maples, Mr. Andy MacKinnon, Mr. Dan Saffelder, Mr. Joe Waggoner, Ms. Kathy Doyle, Mr. Robert Montgomery, Ms. Jackelyn Schafer, Mr. Tim King, Mr. Sam Large, Mr. Darrell Whitchurch, Commissioner Harry Montgomery, Mr. Ryan DeSear, Ms. Candace Ogle, Mr. David Willard, Ms. Vicki Simms and Mr. Kevin Tierney. **City of Gatlinburg Staff included:** City Manager Cindy Ogle, City Special Events Manager Mr. George Hawkins, Executive Director David Perella and Ms. Kathryn Smith. Mr. Tom Dunn was a visitor.

CALL TO ORDER

Mr. Maples called the meeting to order.

APPROVAL OF JUNE 28, 2007 MEETING MINUTES

Since this meeting was solely dedicated to the discussion of Special Events, previous minutes were not distributed or discussed. June 28, 2007 and July 12, 2007 meeting minutes will be included in the next scheduled TAB Meeting.

CHAIRMAN'S REPORT

Mr. Maples introduced Mr. Dunn and allowed the visitor to distribute his information packet and present his concerns of closing River Road for Special Events. Chili Cook-off and the Arts Festival were the two events up for discussion. The consensus was that the issues brought up by both Mr. Dunn and TAB members had been addressed many times in the past and that none of them were new concerns/complaints. **Mr. Montgomery made a motion to reaffirm to the mayor and Board of Commissioners the Tourism Advisory Board's previous position regarding the closing of river road for special events. "The closing of River Road for Special Events should only be done on weekdays during off season and shoulder periods and at no time should be closed on weekends." Mr. Booth seconded the motion. The motion passed with 18 yes, 0 no, and 1 abstention.**

APPROVAL OF SPECIAL EVENTS

Tunes and Tales:

Mr. Perella began by saying that this event began as sidewalk entertainment but businesses now want them on their property and close to their businesses. Ms. Simms commented that an expert list of recommendations was made for the city. Mr. DeSear added that he liked the event, but that the performers stayed too long and kept people from buying tickets to his attraction due to the free entertainment being provided. Mr. Mackinnon said that driving through town and walking through town are different experiences and that businesses shouldn't dictate where the entertainers perform. **Consensus was to continue as a Special Event and do some research and tweaking this winter before future Tunes and Tales events.**

Civil War Re-enactment:

Mr. Tierney said that this way a special interest group of people and they really want to come back. **Consensus was to continue it and make this a city funded Special Event.**

July Midnight Parade:

Mr. Perella shared that the film clip of the festivities aired on 76 stations across the country and showed a clip from Channel 8 News. **Mr. Maples proposed that the discussion of Fireworks be tabled for future meeting.**

Mountain Fest/Old Timers Day:

Mr. Montgomery suggested that we make this event more city wide by allowing businesses to set up in front of their locations and give out food. There was a lot of discussion about Special Events in general and their locations and impact on the city. **Mr. Maples announced that the subject needs further discussion, but that we would be leaving the event for the time being.**

Winterfest/Magic Kickoff:

Discussion began with different location ideas. **Mr. Booth motioned to take the Chili Cook-off to the streets and around town, Mr. Montgomery seconded it.**

Veteran's Day:

Mr. Montgomery suggested a parade be held and Mr. DeSear agreed and added that he would love to see four parades a year. **Mr. Montgomery motioned to continue Veteran's Day Celebration, Ms. Doyle seconded it.**

Christmas Parade, Springfest:

All were in favor of leaving as they are.

Thanksgiving Bowl:

Mr. Booth questioned if we could advise the Board to make the Thanksgiving Bowl and Scottish Games stand on their own and not keep giving them money in the future.

Wildflower Pilgrimage:

Mr. Perella stated that the problem with this events stands within the group itself and that we will be handling the marketing and registration in the future.

Mr. Montgomery motioned to approve the rest of the Special Events listed on the Agenda, Mr. DeSear seconded it. There was 1 abstention.

UNSCHEDULED ITEMS

Ms. Schaffer inquired about having a billboard on I-40 at 435 before the 407 exit. Perhaps locate it being read on the right hand side west of the 407 exit.

Mr. Perella announced the Marketing Presentation luncheon on July 18, 2007 at 12:00 pm in Ballrooms C and D of the Gatlinburg Convention Center and encouraged all to attend.

Being no further business, Mr. Waggoner motioned to adjourn the meeting, Mr. Willard seconded it.