

**GATLINBURG DEPARTMENT OF TOURISM
ADVISORY BOARD MINUTES**

September 6, 2007

The Gatlinburg Department of Tourism Advisory Board met on September 6th, 2007 at 9:30 a.m. in Gatlinburg Rooms A and B of the Convention Center. **The following members were present:** Mr. Kevin Tierney, Mr. Dan Booth, Mr. Bud Lawson, Mr. Sid Maples, Mr. Andy MacKinnon, Mr. Joe Waggoner, Ms. Kathy Doyle, Mr. Robert Montgomery, Ms. Jackelyn Schaffer, Mr. Tim King, Mr. Matt Zoder, Ms. Candace Ogle, Mr. Marc Postlewaite, Mr. Darrell Whitchurch, Mr. Kent Cave, and Ms. Vickie Simms **City of Gatlinburg Staff included:** City Manager Cindy Ogle, 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 Mr. Tim King, seconded by Ms. Kathy Doyle and unanimously approved.**

CHAIRMAN'S REPORT

Mr. Perella introduced Mr. David Avery with Tombras for a presentation given by Creative Cocepts. Mr. Rick Baptist and Nick Thagget presented three different approaches for new advertising commercials. Several members of Tab commented and expressed their ideas. **Motion to endorse commercial number 3 was made by Mr. Robert Montgomery, seconded by Tim King. David P. added that the commercial will be produced in 3 spots but that one spot will include the aquarium because of our contract with them.**

AGENDA ITEMS

Work Group Format:

Mr. Perella presented the Work Group Format information and opened the room up for discussion. **Motion to accept workgroups with three specific conditions was made by Mr. Robert Montgomery, seconded by Mr. Andy MacKinnon and unanimously approved.**
Three conditions include:
1. Each group will have a Chairperson and Co-Chair
2. All meeting minutes will be sent to TAB within 10 days of each meeting.
3. The public will be clearly informed of each meeting and will have access to a Meeting Agenda.

Advertising Agency Bid:

Mr. Perella presented the idea of putting a bid out every three years for our Advertising Agency. **Motion to allow the Executive Committee to select the Advertising Agency was made by Mr. Joe Waggoner, seconded by Dan Booth and unanimously approved.**

Changes to Gatlinburg.com:

Mr. Perella listed the four changes that are currently being looked at.

1. Business listings are needed to build content on website.
2. Added content from French West and Vaughn
3. Request for proposal to redesign the site
4. Golf Course site will be added with a domain name

Motion made to go forth with recommendations to committee by Mr. Robert Montgomery, seconded by Andy MacKinnon and unanimously approved.

Package Program:

Mr. Perella explained that the Package Program is designed to give exposure to businesses. The floor was opened up for discussion. **Motion was made to accept agreement for Package Program by Mr. Robert Montgomery, seconded by Mr. Joe Waggoner and unanimously approved.**

Pay Per Click Program:

Mr. Walter Yelldell presented the program and opened the floor up for discussion and questions. Mr. Montgomery commented that this needs to be done like other Co-op ads in that both parties pay and get represented. He added that we should not spend tax dollars for 6 properties only. **Motion that 50% of the page will be about Gatlinburg made by Mr. Andy MacKinnon, seconded by Mr. Tim King and unanimously approved.**

SCHEDULE NEXT TAB MEETING

The next TAB Meeting was scheduled for **Tuesday, September 11th at 11:00 am in Gatlinburg Rooms A and B** of the Gatlinburg Convention Center.

UNSCHEDULED ITEMS

There will be a handicap dedication at Herbert Holt Park on Friday, September 7th at 4:00 pm. Ms. Cindy Ogle encouraged all to attend if possible. Ms. Simms encouraged all business owners to register their employees for the next Hospitality Seminar being held at the Gatlinburg Convention Center.

Being no further business, the meeting was adjourned.