

**GATLINBURG DEPARTMENT OF TOURISM  
SPECIAL EVENTS WORK GROUP MINUTES**

*January 27, 2009*

The Gatlinburg Department of Tourism Special Events Work Group met on January 27, 2009, at 1:00 p.m. in the Board Room of the Administrative Office. **The following members were present:** Mr. Dennis McAvoy, Mr. Tim King, Ms. Angela Caruthers, Mr. George Hawkins, Mr. Keving Tierney, Mr. Robert Montgomery, Mr. David Perella, and Ms. Kathryn Boruff.

**CALL TO ORDER**

Mr. Kevin Tierney called the meeting to order.

**APPROVAL OF November 14, 2008 MEETING MINUTES**

**Motion to approve the minutes was made by Mr. Dennis McAvoy, seconded by Mr. Kevin Tierney. Motion passed.**

**RIBFEST AND CHILI COOK-OFF**

Mr. George Hawkins began conversation by stating that it had been suggested that the Ribfest and Chili Cook-Off events be moved to the parkway. The plan is to locate these events between light #6 and Riverside Resort on the Parkway. A map was distributed for the group to visually see the area being discussed. The group discussed the location of the stage and keeping the crowd engaged. All members were in agreement that this would bring weekday business to an otherwise slow time. George will also be talking with City officials to discuss taking advantage of the 10ft. setback for businesses for the sake of the event. The hours of the event and road closure were discussed. **A motion was made by Mr. Dennis McAvoy to accept this development and to move on with presenting the information to the Tourism Advisory Board for Ribfest to take place on the Parkway on April 23<sup>rd</sup> from 4:00 pm – 10:00 pm. Motion seconded by Mr. Tim King. Motion passed.** The group agreed to wait and see how Ribfest goes before making any decisions on the Chili Cook-Off.

**PARK'S 75<sup>th</sup> ANNIVERSARY**

Mr. George Hawkins distributed a handout of information regarding the 75<sup>th</sup> Anniversary activities that were taking place. The Special Events Department is working on getting information and finding people for specific contacts and discussion around the Anniversary events.

**MOUNTAIN FEST**

Mr. George Hawkins distributed a handout of the Civil War Reenactment budget. The Groups compared and contrasted the Civil War Reenactment and Mountain Fest. The budget for

each event was considered and the amount of visitors, PR coverage, and the potential for future growth were all discussed. The group agreed that the Civil War event provides good coverage for the amount of money we put toward the event and believe that the event should continue for one year before being evaluated. **A Motion was made by Mr. Robert Montgomery to not do Mountain Fest and put the \$6,500.00 toward the Civil War Reenactment and allow any extra funds that are saved through the cut to be put back into the budget. Motion seconded by Mr. Tim King. Motion passed.**

#### **NEXT MEETING**

The Special Events Workgroup scheduled the next meeting for **Thursday, February, 19, 2009** at **1:00 pm in the Board Room** of the Convention Center.