

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

November 14, 2007

The Gatlinburg Department of Tourism Special Events Work Group met on November 14th, 2007 at 3:00 p.m. in the Board Room of the Administrative Office. **The following members were present:** Mr. Kevin Tierney, Mr. Kent Cave, Ms. Shanda Worthington, Ms. Angela Currethers, Mr. George Hawkins, Mr. Jon Elder, and Mr. Darrel Manis.

CALL TO ORDER

Mr. George Hawkins called the meeting to order.

APPROVAL OF SEPTEMBER 26, 2007 MEETING MINUTES

There were not enough TAB Members present to have quorum. There was no motion to approve the minutes.

MUSIC OF THE MOUNTAINS

Mr. Kent Cave gave several examples of the entertainers that he has researched to perform for Music of the Mountains. The goal is to find music that dates back before the 20's that will educate people about the roots of this type of music. Mr. Cave also stressed that that we need a band or people/teachers who are knowledgeable about the music and can maybe even teach the guests and listeners something about it.

The Special Events Work Group would like to recommend to TAB six performers for the group to research further and consider. The performers include: Dell McCourry, Tim Obrien, Rhonda Vincent, Mike Seager, Nickle Creek, and The Medicine Show. The Group would also like for TAB to consider making this a 1 day festival with the daytime activities being free of charge and the big event at night requiring an entrance fee.

MOUNTAIN FEST 2009

Mr. George Hawkins began discussion by stating that the Southern Highland Craft Guild would like to be involved in the event. However, after speaking briefly with the Guild, they are only interested in participating for 1 day. Ms. Angela Currethers commented that this event is published in the Vacation Guide as a 2 day event. There was discussion about the cost of set up and break down if the Guild just participates for 1 day.

The Group unanimously agreed that Mr. George Hawkins will contact the Southern Highland Craft Guild a second time and stress that Mountain Fest is a 2 day event and see if they are still interested and how many people might participate.

WINTER MAGIC

The Roll Out and Opening Night for Winter Magic Tunes and Tales is November 23rd in Mills Auditorium. The festivities will begin at 5:00 pm. That evening will include the Winter Magic carolers performing in the lobby, available pictures in the lobby with Santa, viewing of the Festival of Trees, sweet refreshments and hot beverages, the Nutcracker ballet performance, and maybe the unveiling of Ms. Maples photo in the Convention Center (looking at the time period right before the Roll Out of Tunes and Tales – perhaps 4:30 pm).

The Winter Magic Tunes and Tales schedule will be: Friday and Saturday nights from 5:00 pm – 9:00 pm.

Special details for the event include: Santa and Mrs. Clause at River Bend Mall, storytellers stationed at the Trolley Tour of Lights location, a Yule Log burning each Friday night, and a white carriage complete with horses to carry one of the caroling groups through town to visit the restaurants.

The Special Events Work Group hopes that this event is a success and that Winter Magic Tunes and Tales will grow in the future.

CHRISTMAS PARADE/ NEW YEARS

The Christmas Parade will be December 7th.

Mr. George Hawkins explained that we will be having 2 floats for our special veterans with television coverage and the rolling out of the red carpet. The parade will also have 12 Clydesdale Horses and a wagon in the parade. The horses will be hitched and available for viewing at 4:30 pm at Winery Square before the parade. Mr. Kent Cave reminded Mr. George Hawkins that he needs to contact the park for his permits to ensure that everything will run smoothly.

The New Year's Eve celebration will be staged in the parking lot directly behind Bubba Gump's beside the convention center. The goal is to pull people up and out of the street as early as possible and keep the 'cramming of people' down to a minimum. The Special Events Staff are currently working on finding entertainment for the evening. Pyro Shows will be doing the fireworks.

NEXT MEETING

The Special Events Workgroup scheduled the next meeting for **Tuesday, January 22nd, 2008 at 3:00 pm in the Board Room** of the Convention Center.