

**GATLINBURG DEPARTMENT OF TOURISM
CONVENTION CENTER/GROUP SALES WORK GROUP MINUTES**

January 30, 2009

The Gatlinburg Department of Tourism Convention Center/Group Sales Work Group met on January 30, 2009 at 9:00 a.m. in the Board Room of the Convention Center. **The following members were present:** Ms. Sharon Rinehart, Mr. Jim Davis, Ms. Jackelyn Shafer, Ms. Jackie Leatherwood, Ms. Andrea Richey, Ms. Angela Wilson, and Ms. Kathryn Boruff.

CALL TO ORDER

Ms. Jackelyn Schafer called the meeting to order.

READING/ APPROVAL OF MINUTES

Motion to approve Meeting Minutes was made by Ms. Jackie Leatherwood, seconded by Ms. Andrea Richey.

UPDATE ON WEBSITE

Ms. Sharon Rinehart began discussion about the website. Ms. Rinehart stated that the site is currently being reviewed by David Perella and the BCF staff. The site will hopefully be going live by next week. Ms. Rinehart added that the site is easy for users and functional. She will be emailing the Work Group when the site goes live.

Also, the new exhibit booth should be arriving by next Friday. Ms. Rinehart will have the display set up for the next meeting so that the Group can see it.

UPDATE ON HOUSING BUREAU

Ms. Sharon Rinehart stated that the Housing Bureau site will go live in the next 7 days. She added that several groups have shown interest in the Housing Bureau (ex. Resurrection, Fire and Ice). The training and detailed information on how this program will work with the lodging facilities will take place in late February. The Group agreed that they want to know how the system is working within the lodging facilities with staff members and the pros and cons of the program. Ms. Rinehart reassured the group that she will be sharing the information and details of the system with them as it is used for the first time by Mr. David Reed and his staff. Ms. Rinehart will be contacting the lodging facilities with more information on the training meeting.

CONVENTION CENTER SALES EFFORTS

Ms. Sharon Rinehart distributed a handout of information to the Group. The handout included information regarding the Housing Program, the Pace of the convention center, Travel and Trade Shows, Virtual Trade Shows, and other Business.

Ms. Jackelyn Schafer discussed the goals of the Sales Department and requested that Ms. Rinehart provide a breakdown of 2008 vs. 2009 goals and expectations. Ms. Rinehart will work on developing the information requested.

Discussion was had about Sales Leads and how/when they are sent to the Lodging Facilities. The Group also discussed on how potential clients are quoted and the importance of having the Lead information available.

There was also a discussion regarding Tradeshow and how the success of each show is measured or tracked.

NEXT MEETING DATE

The next meeting is scheduled for **Friday, March 6, 2009 at 9:00** am in the **Board Room** at the convention center.