

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

March 6, 2009

The Gatlinburg Department of Tourism Convention Center/Group Sales Work Group met on March 6, 2009 at 9:00 a.m. in the Board Room of the Convention Center. **The following members were present:** Ms. Jackie Leatherwood, Ms. Andrea Richey, Ms. Sharon Rinehart, Mr. Jim Davis, Mr. David Perella, and Ms. Kathryn Boruff

CALL TO ORDER

Ms. Sharon Rinehart called the meeting to order.

READING/ APPROVAL OF MINUTES

The minutes were not approved due to a lack of quorum

EXHIBIT BOOTH UPDATE

Ms. Sharon Rinehart commented that she was very pleased with the booth. There are still components that will be added to the booth in the coming weeks. A LCD screen will be included. Ms. Rinehart will have the booth up for display at the next meeting for the group to see.

UPDATE ON WEBSITE

Ms. Sharon Rinehart stated that the newly designed website is up and running. She commented that there are still some changes and additions being made. Ms. Rinehart and Mr. David Perella urged the group to view the site and provide any suggestions or feedback.

HOUSING BUREAU

Ms. Sharon Rinehart stated that the Housing Bureau site was ready to go. Ms. Rinehart wishes to show the site to the lodging community very soon. **A presentation was set for Wednesday, April 1st at 1:00 p.m. in Mills Auditorium for members of the community to view and begin learning about the Housing Bureau.**

CONVENTION CENTER SALES AND UPDATES

Ms. Rinehart began discussion by stating she had completed several interviews with various meetings and conventions magazines. She added that the TN Sampler went well. Mr. Jim Davis and Ms. Dian Stanfill made many contacts and are now conducting follow ups with several of them. The convention center is working closely with BCF to compile the media listing for this year. The City of Gatlinburg is interested in finding competitive events that would hopefully be city wide and include a lot of business of the entire community.

Ms. Rinehart also had information regarding a CW live broadcast in Gatlinburg on the morning of March 24th. The lodging community would like to have a flier to give to guests who are checking in on March 23rd with information about the live taping so that they may participate.

Ms. Rinehart will work on the flier and include all of the details needed for this CW event. Ms. Rinehart and Mr. Jim Davis will be talking to Mr. Dan Booth, the Pancake Pantry, the Doughnut Friar, and the Candy Kitchen to get approval for the location to be The Village and to also make them aware of the CW taping details.

The Group also had discussion concerning fraternity and sorority conventions and events. Ms. Jackie Leatherwood commented that these groups have several participants and that business like this might be something Gatlinburg should look into.

NEXT MEETING DATE

The next Convention/Group Sales Work Group Meeting is scheduled for Thursday, April 9th at 1:00 p.m. in the Board Room of the convention center.