

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

October 19, 2007

The Gatlinburg Department of Tourism Convention Center/Group Sales Work Group met on October 19, 2007 at 9:30 a.m. in the Board Room of the Convention Center. **The following members were present:** Ms. Jackelyn Schaffer, Mr. Joe Waggoner, Mr. Bud Lawson, Ms. Sharon Sutton, Ms. Vickie Simms, and Mr. David Perella. New Work Group Members Included: Ms. Andrea Richey, Mr. Brian Holland, Mr. Karl Thomas, Ms. Caroline Polakowski, Mr. David Reed, and Ms. Jackie Leatherwood.

CALL TO ORDER

Ms. Jackelyn Schaffer called the meeting to order.

APPROVAL OF MINUTES

Motion to approve September 26, 2007 Meeting Minutes was made by Mr. Joe Waggoner, seconded by Ms. Sharon Sutton.

Motion to nominate Mr. Karl Thomas Vice Chairperson of Convention/Group Sales Work Group was made by Ms. Sharon Sutton, Seconded by Mr. Joe Waggoner.

REVIEW OF WORK GROUP'S SCOPE AND GOALS

The group agreed that their scope would continue to be "To increase and retain city-wide business to Gatlinburg." There was a discussion about how to move forward with this goal and the fact that the Convention Center Sales Office is 1 person short right now – the position should be filled by early November.

AGENDA ITEMS

Corporate Business: Ms. Jackelyn Schaffer began the discussion of the city becoming a more corporate area and going after corporate business. Hotel quality and popular corporate needs were discussed. The Group agreed that we move forward in the "corporate world" and asked that Ms. Sharon Sutton make a list of objections or reasons why when she gets a refusal from a corporate group showing interest in having an event in Gatlinburg.

Bus Parking in Gatlinburg: Mr. Joe Waggoner began discussion by suggesting that River Road be for Bus Parking only. Mr. David Perella agreed that there is no easy solution for the problem. The group discussed what to do with the employee cars currently parked on River Road and what the outcome would be of making River Road a street primarily for bus parking. The Group believed that River Road could easily accommodate day trip bus parking and would like to move

forward with the idea. Mr. David Perella will be doing some research before the next meeting. He will find answers to three questions that will help in determining if this idea can move forward: 1. How many buses can park on River Road? 2. How many employee cars will be misplaced/moved? 3. How much would the King lot cost to lease?

SCHEDULE NEXT TAB MEETING

The next Convention Center/Group Sales Work Group Meeting was scheduled for **Friday, November 16, 2007 at 9:00 am in the Board Room of the Convention Center.**

UNSCHEDULED ITEMS

There were no unscheduled items.