

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

*December 14, 2007*

The Gatlinburg Department of Tourism Convention Center/Group Sales Work Group met on December 14th, 2007 at 9:00 a.m. in the Board Room of the Convention Center. **The following members were present:** Ms. Jackelyn Schaffer, Ms. Sharon Sutton, and Mr. David Perella. Business Community Members Included: Ms. Andrea Richey, Mr. David Reed, and Ms. Jackie Leatherwood.

**CALL TO ORDER**

Ms. Jackelyn Schaffer called the meeting to order.

**APPROVAL OF MINUTES**

**Motion to approve November 16, 2007 Meeting Minutes was made by Mr. David Reed, seconded by Ms. Andrea Richey.**

**GROUP TOUR BUS PARKING SOLUTION**

Mr. David Perella announced that bus parking on River Road was not an option. River Road will be the scenic downtown when the underground project is complete. The solution to bus parking is using the Reagan Drive Parking Lot. Ms. Sharon Sutton has discussed the Reagan Drive Lot with the Sales Team. The plan would hopefully be that Operations Staff would cone off parking spots prior to the group's arrival, the group would contact their Sales Manager when they arrive in Gatlinburg, and the bus driver would have a 4 digit code to get into the lot. Mr. David Perella will be working on implementing this plan in the coming weeks for a trial period.

**ROUND TABLE MEETING**

Ms. Sharon Sutton announced that the first Round Table Meeting for the business community is scheduled for February 12, 2008. The Group discussed having a standard proposal form that would be distributed by the convention center Sales Team to interested properties. Each property could fill out the form accordingly so that the Sales Team can present each proposal uniformly to their clients. Ms. Sharon Sutton will be working on examples and have a proposal ready to present for the February 12<sup>th</sup> Round Table Meeting for approval. The Group also added that if a business wishes not to participate in the template proposal idea, they will not have the opportunity to receive leads or be involved in proposals from the convention center.

## TROLLEY PASSES

The Group agreed that a day pass for the Trolley would be beneficial. Ms. Jackie Leatherwood suggested that we have the passes available at hotel locations so that they would be easy for guests to find and purchase. The Group also mentioned that the passes would need to be color coded for each day. Ms. Jackie Leatherwood added that a massive Trolley Map at the Trolley Stops would be very helpful to our guests and could answer a lot of their questions. Mr. David Perella commented that he will talk to Ms. Cindy Ogle about the Trolley Pass idea and have an update for the next meeting.

## NEW BUSINESS

Ms. Jackelyn Schaffer commented that we should look into adopting a 'Sister City.' The Group discussed the benefits of business swapping with a regional city such as Myrtle Beach or Virginia Beach.

Mr. David Perella asked that the Group be thinking about how we can play on the Great Smoky Mountain National Park's Anniversary next year.

Ms. Jackelyn Schaffer opened discussion about moving in the 'environmentally friendly City' direction. She suggested taking small steps toward reducing waste and maybe looking in to purchasing environmentally friendly products from Kelsen to help promote our goals. The Group agreed that those changes could possibly lead to a higher clientele and allow us to heavily stress being "The Gateway to the Smoky Mountains."

## NEXT MEETING

The Agenda for the next Convention/Group Sales Work Group Meeting will include:

- Template for bid proposals
- Trolley Passes
- Finding a Sister City
- Making a 'Green Movement'

## NEXT MEETING DATE

The next scheduled meeting for the Convention/Group Sales Work Group is **Friday, January 25, 2008 at 9:00 am** in the **Board Room** of the convention center.