

**GATLINBURG DEPARTMENT OF TOURISM
MASS MEDIA WORK GROUP MINUTES**

March 27, 2009

The Gatlinburg Department of Tourism Mass Media Work Group met on March 27, 2009 at 9:00 a.m. in the Board Room of the Convention Center. **The following members were present:** Mr. David Perella, Ms. Kathryn Boruff, Mr. Walter Yeldell, Mr. Jerry Morton, Ms. Kathy Doyle, Ms. Angela Caruthers, Ms. Vicki Simms, Ms. Jackelyn Schafer, Mr. Joe Waggoner, Mr. Dan Booth, Mr. Tim King, and Mr. Robert Montgomery.

CALL TO ORDER

Ms. Jackelyn Schafer called the meeting to order.

STREET RESEARCH DRAFT QUESTIONS

Each Member of the Group was given a copy of the Street Research Questionnaire. Mr. David Perella commented that the questions needed to be prioritized so that some elimination could be made. The Group agreed that an overall goal needed to be established before moving further with discussion. **The information that we want to get from this project is as follows: How are visitors making decisions regarding vacations? How do they hear about us? Getting information on who the visitor is and where they come from. Have the visitors been affected by our marketing and where have they seen our advertising?**

The Group read through and discussed the draft questionnaire. Below are the recommendations that the Mass Media Group has suggested.

#4 - Add "search engines" to the choices

#13 – Add "social networking" to the choices

#18 – Add "for a tour" to the choices

#25 – Add "bed and breakfast", combine "cabins, chalets, and condos", and leave "timeshare" to stand alone in the choices

#27 – Low priority. If left, reword to allow the visitor to 'rank' their goals/priorities during their time here.

#28 – Low priority

#29 – Low priority

#30 – Low priority

#32 – Low priority

#36 – Low priority

#37 – Can give us the answers to #36 and #39

#38 – Allow them an opportunity to make suggestions

#39 – Low priority

#40 – Ask Steve if we should get zip codes with this information

A Motion was made by Mr. Robert Montgomery to approve the recommended questions. Motion seconded by Mr. Dan Booth. Motion Passed.

NEXT MEETING DATE

The next Mass Media Meeting is scheduled for Wednesday, April 8th at 9:00 a.m. in the Board Room of the convention center.