

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

October 16, 2008

The Gatlinburg Department of Tourism Mass Media Work Group met on October 16, 2008 at 9:00 a.m. in the Board Room of the Convention Center. **The following members were present:** Ms. Vicki Simms, Ms. Angela Caruthers, Mr. Walter Yeldell, Ms. Jackelyn Schafer, Mr. Tim King, Mr. Sid Maples, Mr. Robert Montgomery, Mr. Bob Waikel, and Mr. David Perella

CALL TO ORDER

Ms. Jackelyn Schafer called the meeting to order.

Mr. Sid Maples. Made a motion to approve the August 21, 2008 Meeting Minutes, seconded by Mr. Tim King. Motion passed.

TELEVISION COMMERCIALS

The final draft of the 30 and 60 second television commercials was shown.

4th QUARTER ADVERTISING

David Perella distributed a handout of the 4th quarter advertising breakdown. The group discussed Google Analytics, traffic in Gatlinburg, and Revenue Figures. Robert Montgomery questioned how BCF and their efforts will be tracked and measured. **The Mass Media Group would like to have an assessment meeting with BCF and the Tourism Department before deciding if they agree with the advertising actions being made.**

www.gatlinburg-tn.com WEB SITE REDESIGN

A handout was distributed concerning the website revisions. David Perella displayed the homepage and described some of the links that will be on that page. The Group was concerned about how visitors would receive visitor information and whether or not a 'Free Meeting Planner' location should be included on the homepage. **Mr. Sid Maples made a motion to have a 60 day trial run to directly track the distribution of Visitor Guides through a specially set up page by the Chamber which will be evaluated at then end of the trial period, seconded by Mr. Tim King. Motion passed.**

Mr. Robert Montgomery also questioned the use of 'competitive' events as a category or link. Ms. Jackelyn Schafer added that the 'Meet Higher Ground' title needs to match the rest of our logos in that the 'Higher' should be raised. **Ms. Jackelyn Schafer made a motion to proceed on with the website redesign provided they can review the site before it is released, seconded by Mr. Tim King. Motion passed.**

“REACH HIGHER GROUND” MICRO SITE

David Perella explained that the micro site is currently on the backburner until the redesign of the www.gatlinburg-tn.com website is completed.

OTHER BUSINESS

The Work Group would like to get a copy of the print ads and the internet connections that are currently being used. Also, the group would like for David Perella to ask BCF about Social Marketing and networking on the internet.

NEXT MEETING DATE

The next Mass Media Meeting is scheduled for Wednesday, December 10, 2008 at 9:00 a.m. in the Board Room of the Convention Center.