

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

August 21, 2008

The Gatlinburg Department of Tourism Mass Media Work Group met on August 21, 2008 at 9:00 a.m. in the Board Room of the Convention Center. **The following members were present:** Ms. Jackelyn Schaffer, Ms. Vickie Simms, Ms. Gretchen Ogle, Ms. Candace Ogle, Mr. Dan Booth, Mr. Tim King, Mrs. Kathy Doyle and Mr. David Perella

CALL TO ORDER

Ms. Jackelyn Schaffer called the meeting to order.

Ms. Kathy Doyle made a motion to approve the November 11, 2007 Minutes. Seconded by Tim King. Motion passed.

MEDIA BREAKDOWN

An overhead projection of the Media Breakdown was shown to the group. Discussion was had about BCF being behind schedule with the Media Plan. David Perella explained that there have been changes to some of the material that was in its completion stages and that things were being reworked.

MICRO SITE MOCK UP

Mr. David Perella displayed the mock up of a site let that BCF has created. It consists of interactive videos, countdowns to events, and show ways that people can experience 'Reaching Higher Ground.' **A motion was made by Ms. Kathy Doyle to move forward with the site. Seconded by Ms. Candace Ogle. Motion passed.**

www.gatlinburg-tn.com WEB SITE REDESIGN

An example of Virginia Beach's website, created by BCF, was shown to the Group. There were three proposals submitted for redesigning our website. The Work Group discussed costs and the reasoning behind contracting another company in addition to BCF to redesign the site. **A motion was made by Ms. Kathy Doyle to recommend that BCF redesign our website. Seconded by Mr. Tim King. Motion passed.**

MEDIA TRACKING AND EVALUATION

A breakdown of our Media Tracking was shown to the Group. Discussion on lodging tax and the fact that it is not used as a selling tool was had. David Perella commented that changing the

lodging tax would have to take place well in advance to give our large groups (ex. Extreme Youth Conference) time to prepare for the change. This Media Tracking Report will be supplied to TAB each month. Further discussion on Media Tracking and how it is reported will take place during the meeting on the 28th with the entire Tourism Advisory Board.

NEXT MEETING DATE

The next Mass Media Meeting is scheduled for Thursday, September 18, 2008 at 9:00 a.m. in the Board Room of the Convention Center.