

**MINUTES OF  
CITY COMMISSION WORK SESSION  
WEDNESDAY, JANUARY 6, 2010, 1:30 P.M.  
CITY HALL, PIGEON FORGE, TENNESSEE**

Present were Mayor Whaley, Vice Mayor McClure, Commissioner Brackins, Commissioner Robinson, Commissioner Wear, City Manager Teaster, City Recorder Clabo, City Attorney Gass, and interested parties.

Items discussed were as follows.

1. **Discussion of request to relocate a billboard** – Mike Fleming discussed and proposed a sign relocation from Parkway in front of Belle Island to Alf's restaurant. He stated that it was a two sided billboard and would want the billboard to be either digital or tri-vision. City Attorney Gass asked for a release from the bankruptcy court that says structure can be moved.

Following discussion, council agreed to have Mike Fleming get necessary information to City Attorney Gass for his review and put on upcoming agenda if everything is ok.

2. **Discussion and review of 2010 Media Plan and Advertising Agreement** – Mayor Whaley asked City Attorney Gass to discuss. City Attorney Gass said that this agreement with Bohan will supersede the old agreement. He discussed each section of contract. Commissioner Robinson said one of his concerns is that based on the old agreement, the City is supposed to pay \$.28 per mile for travel and we are paying current federal rate. Also, the monthly charges being paid are not what the original contract is based on. Council discussed issue noting that they were under the opinion that rates would have been changed during the budget process and didn't see how they could ask for money back from where the contracts were outdated.

Marketing Manager Carr noted that the scope of work with Bohan will be presented for approval in June of each year. She explained the breakdown between how the budget was structured versus the breakdown of the Bohan bills.

Regarding the USDM service agreement, City Attorney Gass noted the language changes in 3b, 6b, 6g, and 12a and discussed in detail. He noted that the agreement would allow charges of \$39,000 per month or a total of \$469,000 for the year.

After discussion of agreements and scopes of work, Commissioner Robinson expressed concern that there is no incentive for Bohan to save the City money. He asked about the possibility of splitting service between creative side and media purchase. Mayor Whaley noted that he

was open for others competing for City advertising but wanted to be careful because we have an agency that understands our market.

Following discussion, council generally agreed to put items on upcoming agenda for approval.

After general discussion on various topics, the meeting was duly adjourned at 4:55 p.m.

APPROVED: \_\_\_\_\_  
MAYOR

ATTEST: \_\_\_\_\_  
CITY RECORDER