

**MINUTES OF
CITY COMMISSION WORK SESSION
TUESDAY, JUNE 21, 2011, 4:30 P.M.
CITY HALL, PIGEON FORGE, TENNESSEE**

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

Items discussed were as follows.

1. **Review and discussion of Bohan, USDM and Majority Opinion Research scope of work for 2011-2012** – Tourism Administrative Assistant Sue Carr discussed a contest that the City recently held where five families were selected to compete against each other for \$10,000.

Carr also discussed the scope of work for the 2011-2012 fiscal year with Majority Opinion Research. She noted that six studies would be done including: 1) Visitor Tracking Study; 2) Product Definition Study; 3) Market Perception Study; 4) Conversion Study; 5) Website Visitor Survey; and 6) Prizm Study for a total cost of \$199,000.

Brian Gilpatrick with Bohan discussed the scope of work for the 2011-2012 fiscal year. It was noted that the overall budget is in the amount of \$6,977,000. Included in this budgeted amount is a monthly fee of \$5,042 to cover promotions services and a monthly fee of \$18,483 to cover publicity services.

Leah Woolford with USDM discussed the scope of work for the 2011-2012 fiscal year. It was noted that the overall budget would be in the amount of \$1,785,000.

Following discussion, council agreed to put on upcoming agenda for consideration.

2. **Review and discussion of the 2011-2012 proposed budget** – The budget was generally discussed at length.

Following discussion, council agreed to put on upcoming agenda for second reading.

After general discussion, the meeting was duly adjourned at 6:25 p.m.

APPROVED: _____
MAYOR

ATTEST: _____
CITY RECORDER