

**MINUTES OF  
CITY COMMISSION MEETING  
MONDAY, JUNE 24, 2013, 5:30 P.M.  
CITY HALL, PIGEON FORGE, TENNESSEE**

Mayor Wear called the meeting to order with the following in attendance: Vice Mayor McClure, Commissioner Brackins, Commissioner Ogle, Commissioner Reagan, Assistant City Manager Brackins, City Recorder Clabo, members of the press and interested citizens. City Manager Teaster and City Attorney Gass were absent.

Mayor Wear opened the meeting and Vice Mayor McClure led in the pledge of allegiance.

**REGULAR MEETING**

The minutes were unanimously approved following motion by Commissioner Brackins and second to motion by Vice Mayor McClure.

Mayor Wear asked if there were any comments from citizens.

No comments were received.

The authorization for the payment of bills was presented for approval. On a motion by Vice Mayor McClure, second by Commissioner Brackins, it was unanimously approved to accept the bills as presented.

**Old Business**

**Ordinance No. 962** to set the tax rate for the 2013-2014 fiscal year at \$.20 per \$100 of all taxable property within the corporate limits of the City of Pigeon Forge, Tennessee was presented on the second reading. Assistant City Manager Brackins presented. Commissioner Reagan asked how long tax rate had been \$.20. City Recorder Clabo stated the rate increased from \$.1242 in 2011. On a motion by Vice Mayor McClure, second by Commissioner Ogle, the motion was approved on the second reading. Commissioner Reagan voted no.

**Ordinance No. 963** to make and fix the annual appropriations for the several departments of the City of Pigeon Forge, Tennessee for the fiscal year beginning July 1, 2013 and ending June 30, 2014 and to carry forward appropriations for prior year encumbrances was presented on the second reading. Mayor Wear stated that several meetings had been held regarding the budget. On a motion by Commissioner Brackins, second by Vice Mayor McClure, and with all voting "aye" the motion was approved on the second reading.

**New Business**

**Ordinance No. 964** to amend **Ordinance No. 949** annual appropriations for fiscal year 2012-2013 was presented on the first reading. City Recorder Clabo presented and discussed

amendment. On a motion by Vice Mayor McClure, second by Commissioner Ogle, and with all voting "aye" the motion was approved on the first reading.

Discussion and consideration of bid to purchase a chain-link fence for the new impound lot was presented for approval. Assistant City Manager Brackins presented and recommended low bid from Shoemaker's at a cost of \$8,987. On a motion by Commissioner Brackins, second by Vice Mayor McClure, it was unanimously approved to accept the bid as presented.

Discussion and consideration of an agreement with The Thomas Group for sales promotion and ad production for the 2014 travel planner was presented for approval. Executive Director of Tourism Downey presented and noted that The Thomas Group would be responsible for selling ad space in the departments Travel Planner, Destination Planner, Value Card, and any co-op programs for the group tour/convention/meetings market. They would also be responsible for picking up contracts from advertisers, for production and approval of ads for advertisers. On a motion by Vice Mayor McClure, second by Commissioner Brackins, it was unanimously approved to accept the agreement as presented.

Discussion and consideration of the 2013-2014 Scope of Work with Bohan for tourism advertising was presented for approval. Executive Director of Tourism Downey presented and stated that this had been discussed at a previous work session. The contract is in the amount of \$7,195,100. On a motion by Commissioner Brackins, second by Vice Mayor McClure, it was unanimously approved to accept the scope of work as presented.

Discussion and consideration of the 2013-2014 Scope of Work with USDM for online tourism advertising was presented for approval. Executive Director of Tourism Downey presented and stated that the core services are in the amount of \$425,000 and the additional services are in the amount of \$1,975,000. On a motion by Vice Mayor McClure, second by Commissioner Ogle, it was unanimously approved to accept the scope of work as presented.

Discussion and consideration of an agreement with Majority Opinion Research for the 2013-2014 marketing research program was presented for approval. Executive Director of Tourism Downey presented and stated that five studies would be completed including: 1) visitor tracking study; 2) product definition study; 3) market perception study; 4) website visitor study; and 5) conversion study for a total of \$199,000. On a motion by Commissioner Brackins, second by Vice Mayor McClure, it was unanimously approved to accept the agreement as presented.

Discussion and consideration of a contract to lease three Tennessee State Welcome Center kiosk spotlight packages was presented for approval. Executive Director of Tourism Downey presented and stated that the kiosks are located at I-75 S. Jellico Welcome Center, I-75 N. Chattanooga Welcome Center, and I-81 Bristol Welcome Center for a total cost for one year in the amount of \$19,500. On a motion by Vice Mayor McClure, second by Commissioner Reagan, it was unanimously approved to accept the contract as presented.

Discussion and consideration of a contract with BDS for 2013-2014 brochure distribution was presented for approval. Executive Director of Tourism Downey presented and stated that the brochure distribution would be provided to the state welcome centers, area welcome centers and area distribution in selected high traffic racks and filler racks in Sevier County at a cost of \$4,537.

On a motion by Commissioner Brackins, second by Commissioner Ogle, it was unanimously approved to accept the contract as presented.

Discussion and consideration of a proposal from Mills Marketing Group/Southern Destinations to represent Pigeon Forge at trade, travel, and Military shows was presented for approval. Executive Director of Tourism Downey presented and noted that Pigeon Forge would be represented at over 30 trade/travel and military shows at a cost of \$7,500. On a motion by Vice Mayor McClure, second by Commissioner Brackins, it was unanimously approved to accept the contract as presented.

Discussion and consideration to re-appoint Ray Ogle (Motel/Lodging), Craig Ross (Attractions), Leslie Thomas (Restaurants), Laurie Faulkner (Retail), and Brad Ivens (Vacation Lodging) to the Tourism Advisory Board for 3 year terms was presented for approval. On a motion by Vice Mayor McClure, second by Commissioner Ogle, it was unanimously approved to accept the request as presented.

Discussion and consideration to appoint David Taylor to the Tree Board was presented for approval. On a motion by Vice Mayor McClure, second by Commissioner Brackins, it was unanimously approved to accept the request as presented.

Manager's report included the following:

1. There will be a planning commission meeting on Tuesday June 25, 2013 at 3:00 p.m. in the council room at city hall.
2. There will be a beer board meeting on Wednesday June 26, 2013 at 11:00 a.m. in the council room at City Hall.
3. There will be an IDB meeting on Tuesday July 2, 2013 at 4:00 p.m. in Meeting Room A of the City Hall Complex.
4. City offices will be closed Thursday July 4, 2013 to observe July 4<sup>th</sup> holiday.
5. There will be a public hearing for Ordinance No. 960 and 961 at the July 8, 2013 regularly scheduled meeting.

Mayor Wear asked for comments from the board.

Commissioner Ogle thanked staff for their hard work on the budget.

Commissioner Reagan stated that he had talked to many part-time employees and they are requesting to be offered insurance but are willing to pay.

Mayor Wear stated that there is an outstanding balance of revenue from wine sales that needs distributed to the Pigeon Forge Schools. He suggested obtaining a list from each of the three schools and then dividing the funds equally. A follow up list could be requested showing where the funds were actually spent. He requested direction on how to proceed. On a motion by

Commissioner Ogle, second by Commissioner Reagan, it was unanimously approved to direct staff to determine amount collected for the schools through the liquor tax and then report back to council at a work session for further discussion.

Having no comments received, the meeting was duly adjourned at 6:00 p.m.

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

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