

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
APRIL 19, 2011**

The Harrison County Tourism Commission met Tuesday, April 19, 2011 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

Commissioners Present: Kenneth Montana, president; Rip Daniels, vice president; John Carter; Judge Danny Guice; Danny Hansen; Wilma Rizzardi; Bill Holmes, ex-officio

Commissioners absent: Beverly Martin, secretary; Drew Allen, treasurer; Jon Lucas

HCTC Staff Members Present: Richard Forester, executive director; Crystal Johnson, director, sales; Traci Dauro, executive assistant; Janice Jones, marketing department; Sharon McDonald, director, finance

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Andy Hurt, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, Edgewater Inn; Bridgett Varone, MS Hospitality & Rest Assn; Kevin Drum, MS Golf Association; Dee Dee May, Ramada Inn, Airport; Narissa Behrens, Residents Inn, Gulfport; Charla Fontenot, Hilton Garden Inn, Gulfport; Scott Ratcliff, MS Gulf Coast Sports Commission; Danny Ehrat, Shular Properties; Daniel Hamburg, Eley Guild Hardy Architects; Clay Wagner, Hancock Bank

Commissioner Montana called the meeting to order.

Commissioner Carter made the motion to accept the agenda as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Public

Linda Hornsby, MS Hotel & Lodging Assn, reported on the current "Wish you Were Here" visa card promotion. The promotion ends April 20th, and so far they have given away 4,000 visa cards, with an average ADR of \$92.50. MS Gulf Coast Spring Break event produced around 400 rooms.

Kevin Drum, MS Gulf Coast Golf Assn, reported that last week at the United States Capital was Golf Week, several states were promoting the economic impact of golf which generates over \$79 million per year and creates over 2 million jobs. Golf booking rounds are up 5% over last year, which was not great, but are still better than expected.

Minutes

Commissioner Rizzardi made the motion to approve the February 18, 2011 minutes as presented. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes

<i>Kenneth Montana</i> <i>President</i>	<i>Rip Daniels</i> <i>Vice President</i>	<i>Drew Allen</i> <i>Treasurer</i>	<i>Beverly Martin</i> <i>Secretary</i>	<i>Hugh Keating</i> <i>Legal Counsel</i>	<i>Richard Forester</i> <i>Executive Director</i>
<i>John Carter</i> <i>Commissioner</i>	<i>Danny Guice</i> <i>Commissioner</i>	<i>Danny Hansen</i> <i>Commissioner</i>	<i>Jon Lucas</i> <i>Commissioner</i>	<i>Wilma Rizzardi</i> <i>Commissioner</i>	<i>Bill Holmes</i> <i>Ex-Officio</i>

Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Commissioner Rizzardi made the motion to approve the March 15, 2011 minutes as presented. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Commissioner Rizzardi made the motion to approve the March 29, 2011 minutes as presented. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Treasurer's Report

Mr. Forester reported the April 19, 2011, disbursements as follows: check disbursements for 04/19/11-- \$268,171.40; total travel advance/reimbursements for March 2011 -- \$1,668.40; grand total disbursements-- \$269,839.80. Commissioner Hansen moved these disbursements be approved. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Mr. Forester presented the December 31, 2010, financial statements, reporting total assets of \$2,892,896.74; total liabilities \$105,951.61; total fund balance \$2,786,945.13; total liabilities & fund balance \$2,892,896.74; current revenue \$249,244.37; current expenditures \$245,846.76; for a net income of \$3,397.61. Commissioner Rizzardi moved these financial statements be approved. Seconded by Commissioner Hansen, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Mr. Forester presented the January 31, 2011, financial statements, reporting total assets of \$2,930,260.24; total liabilities \$101,701.65; total fund balance \$2,828,558.59; total liabilities & fund balance \$2,390,260.24; current revenue \$181,808.01; current expenditures \$144,594.55; for a net income of \$37,213.46. Commissioner Rizzardi moved these financial statements be approved. Seconded by Commissioner Hansen, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Mr. Forester presented the February 29, 2011, financial statements, reporting total assets of \$2,868,306.22; total liabilities \$100,620.98; total fund balance \$2,767,685.24; total liabilities & fund balance \$2,868,306.22; current revenue \$146,316.71; current expenditures \$207,190.06; for a net loss of (\$60,873.35). Commissioner Hansen moved these financial statements be approved. Seconded by Commissioner Rizzardi, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Mr. Forester reported on the World Choice Travel revenue for March 18, 2011 in the amount of \$135.87 for a year to date total of \$1,255.72.

Mr. Forester reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for April 2011 – actual 3% collection was \$284,478.11 with HCTC's 2.25% share being \$213,358.58 for a 2.90% change in total collection, and total income of 9.99% year to year changes, reflecting just this month's collections.

Old Business

President Montana directed the Advertising Committee to start contract renewal negotiations with the Big 3 which expires October 15, 2011.

Linda Hornsby discussed fees being charged through the online travel companies (OTC) with the Commission. Mrs. Hornsby presented a letter from the American Hotel & Lodging Assn, National Assn of Black Hotel Owners, Asian American Hotel Owners Assn, Latino Hotel Assn, Interactive Travel Services Assn, HEDNA, BTC, United States Tour Operators Assn and ASTA opposing any Legislation that would preempt state and local governments' authority to collect hotel occupancy taxes on rooms that are booked through online travel companies. President Montana requested the Finance Committee to try and work with Mrs. Hornsby on this matter.

Daniel Hamburg, Eley Guild Hardy discussed the only quote that was received for the addition to the west side of the convention center, Tourism entrance. As it stand the bid was for \$70,915.00 for a 9' 5" wide by 19' 8" canopy, and if it was cut down to 10' the cost would be \$35,457.50. After some discussion on the cost the following motion was passed.

Commissioner Guice made the motion directing Eley Guild Hardy Architects to re-bid the canopy entrance to include only painting of the wall and replacing the steel doors with glass doors and report back to the Commission at their next meeting. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

New Business - None

Legal Counsel Report

Mr. Keating reported on the following items:

- CR Marketing – has not received anything back
- DMO issues and meetings attended
- OTA issues

Commissioner Daniels made a motion authorizing legal counsel to prepare a Resolution of Endorsement for the Big Three. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

President Montana thanked everyone on the Commission and staff for all of their hard work in supporting the additional advertising moneys approved by BP.

HCTC Reports

Mr. Forester reported on the Convention Development & Travel Committee meeting held April 12th with the following recommendations:

Commissioner Hansen made the motion to approve the request to attend the International Association of Exhibitions and Events – SE Chapter Summer Classic being held July 21 – 23, 2011 in Orlando, FL at an estimated cost of up to \$1,325.00 for registration & travel expenses for Linda Stewart. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Commissioner Guice made the motion to approve the request to attend the International Motorcoach Group (IMG) being held August 10 – 12, 2011 in Lancaster, PA at an estimated cost of up to \$2,320.00 for registration & travel expenses for Janet Harrington. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Commissioner Guice made the motion to approve the request to attend for the Florida Motorcoach Association being held July 11 – 14, 2011 in Hollywood, FL at an estimated cost of up to \$1,375.00 for registration & travel expenses for Janet Harrington. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Commissioner Rizzardi made the motion to approve the request to attend for the Destination Marketing Association International being held July 20 – 22, 2011 in New Orleans, LA at an estimated cost of up to \$950.00 for registration & travel expenses for Crystal Johnson. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Commissioner Rizzardi made the motion to approve the request to attend for the Mississippi Society of Association Executives being held May 1 – 3, 2011 in Vicksburg, MS at an estimated cost of up to \$1,000.00 for registration & travel expenses for Crystal Johnson and Susan Remarcik. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Crystal reported on the New York Sales Calls being held June 7 – 10, 2011 - New York, NY discussed setting appointments, Janice and Taryn will set up media and Crystal & Paula April will work on setting appointments for associations.

Commissioner Hansen made the motion to approve the request to host for the Golf Wizard (Canadian Golf) client tour in the amount of up to \$3,000.00 for event on Ship Island Excursions in conjunction with the state tourism office. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Commissioner Guice made the motion to approve the request to host the Sixel Consulting Group Small Community Air Service Conference – Eastern Region for a Co-sponsor a welcome event with Gulfport-Biloxi International Airport in the amount of up to \$1,500.00 to co-sponsor the event. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Bill Holmes reported on the following items:

- MS Gulf Coast Spring Break went ok, not as many people in the coliseum area, mostly on the beach.
- Crawfish festival's first weekend went well with over 20,000 coming thru the gate.

- Upcoming events: ALEGRIA, Trans-Siberian Orchestra; TNA Wrestling; Southern Gaming Summit; Blood & Sand IX - Cage fights

Crystal Johnson, director, sales

Sales report

SALES LEADS:

March 2011: 17 leads representing 4,422 attendees and 4,454 room nights

MARCH DEFINITE BUSINESS: 6 leads representing 1,122 attendees and 1,202 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
Bland Jones Family Reunion 2011				
Bland Jones Family Reunion	8/11/2011	75	120	Holiday Inn Gulfport Airport
Association of International Educators				
Region VII, NAFSA	10/26/2013	575	840	Beau Rivage Resort & Casino
Marine Technology Society				
Stennis Industry Day	8/22/2011	300	20	IP Casino Resort Spa
Mississippi Soccer Association				
Team Rooms - MSA State Cup	5/27/2011	32	22	Four Points by Sheraton
U.S. Bankruptcy Court				
Filing Procedures Update Seminar	7/28/2011	60	0	Courtyard Marriott Gulfport
USS Chester				
2011 Reunion	10/12/2011	80	200	Isle Casino Hotel Biloxi

Convention Services

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
Coast Con Convention	March 11 - 13, 2011	MCCCC	1		\$108.00	
Public Relations Association of Mississippi	March 16 - 18, 2011	Beau Rivage	0	FTG	\$0.00	114
Greater Biloxi Coin Show	March 18 - 20, 2011	Quality Inn	1	Name badges, holders, Pens, notepads, bags, FTG	\$231.00	10
Municipal Court Clerks	March 22 - 25, 2011	IP Casino	0	Pens, notepads, bags, FTG	\$53.00	122
Woodmen of the World	March 25 - 27, 2011	Courtyard Marriott Gpt	0	Pens, notepads, bags, FTG	\$53.00	306
Center for Gulf South Studies	March 31 - April 2, 2011	Courtyard Marriott Gpt	0	Pens, notepads, bags, FTG	\$53.00	

Total

\$498.00

552

MARCH LOST BUSINESS: 7 leads representing 2,420 attendees and 5,411 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Lost Reason
Atmos Energy - Mississippi Division				
Fall Leadership Meeting	11/2/2011	50	100	Group is going to hold the meeting in one of their service areas - Jackson or areas north.
Mississippi Institute of Arts and Letters				
Awards Weekend	6/3/2011	150	50	Blocked a small group of rooms in Ocean Springs, MS - meetings to be held at Walter Anderson Museum of Art
National Association of Junior Auxiliaries				
2013 Annual Meeting	5/1/2013	800	620	Group going to SanDestin, FL for the 2013 Annual Meeting

Army National Guard TROS				
2011 Symposium	8/7/2011	700	2,631	The meeting has been cancelled
Printing Industries of America				
2011 Fall Management Conference	11/9/2011	65	130	Narrowed down to Tampa, FL; New Orleans, LA; or San Diego, CA
U.S. Travel Association				
2012 Educational Seminar for Tourism Organizations	8/23/2012	355	1,270	Dates not available.
National Academy of Elder Law Attorneys				
2012 NAELA Advanced Fall Institute	11/5/2012	300	610	Holding the meeting in Washington, DC. No particular reason given.

Fams: Mardi Gras Fam Tour - March 6 – 9, 2011

Client Meetings:

- 29th Radio Squad – Mr. Bob Rennick – November 13 – 15, 2011 Reunion – 45 attendees
- Men at Work Conference – Steve Ogle – April 14 – 15, 2011 300 attendees

LEISURE TRAVEL:

Sales Leads:

March 2011: 6 leads representing 424 passengers and 745 room nights

March Assists: 1 assists representing 54 passengers and 81 room nights

	Tour Date	PAX	Room Nights	Assisted with...
Francis Custom Tours, Inc.				
Beau Rivage Tour	8/15 – 18/2011	54	81	Sightseeing opportunities

March Cancellations: 2 cancellations representing 98 passengers and 188 room nights

	Tour Date	PAX	Room Nights	Reason Cancelled
Dynamic Occasions, LLC				
Gaming Weekend	4/15 – 17/2011	56	34	Planner's health issues
K.A.K. Adventure Tours				
March Tour	3/14 – 20/2011	42	154	No return phone calls/emails

Department-wide Activities:

- March 3, 2011: Mardi Gras Fam Meeting
- March 15, 2011: HSMIA Gulf South Chapter Meeting
- March 16, 2011: Sales Meeting
- March 16, 2011: MS Tourism Association – Day
- March 17, 2011: MPI Gulf States Chapter Meeting
- March 21, 2011: Follow-up Mardi Gras Fam Meeting
- March 24, 2011: Meeting with Ken Montana
- March 28, 2011: Sales Meeting
- March 29 – 31, 2011: MS Gulf Resort Classic Pro-Am Golf Tournaments
- March 29, 2011: Speaker for IP Casino Sales Fam

Richard Forester
Marketing report

Janice Jones, Manager, Internet/E-Marketing Manager

- Reviewed Google alerts for articles and sent staff assisted articles/staff quoted/commission quoted articles to staff and commissioners

- Fielded numerous advertising opportunities and forwarded to ad agency for point of view with copies to Richard
- Forwarded reader's response leads to US A800 for fulfillment
- Submit CRM tickets for correction/updates to Simpleview
- Create landing pages to reflect our current ad campaign (Better Homes & Gardens, Southern Living, Travel 50 & Beyond)
- Laura Claverie, **Dallas Morning News**, called to verify information for an April 10 article covering Gulfport, Biloxi, and Ocean Springs
- Rhonda Miller, **MBP**, called inquiring about Spring Break and how business in general is following the oil spill. Since we are not a Spring Break destination, she will call another time for her story.
- Mike Pitalo, **Chicago CVB**, requested a reference for Simpleview
- Mardi Gras Fam – March 5 – 9
- Submitted EscapetotheSoutheast.com web editorial, digital guide, images, and streaming video. Calendar listings will be uploading using a login/password at a later date.
- Don Readman, **AAA Southern Traveler**, contacted me regarding images and information for a Smokin' the Sound article to run in April. Proofed the Smokin' the Sound article for AAA Southern Traveler at the request of Dennis Heinze.
- Contacted the Ohr Museum regarding additional images for Gerald Levitch, Canadian writer who visited in January.
- Obtained meeting space information from the Palace Casino for the sales department.
- Responded to image requested following up on the Mardi Gras fam. Created follow-up albums with Janet for our media/tour operators tour.
- Worked on the New York trip with Taryn and Crystal
- Forwarded online coupon partnership request to Richard for Hugh Keating to review the syndication agreement
- Set phone interview with Richard for Tony Bartlett, **Meetings South**, and sent information on golf courses for article. He also requested images which I sent using Cleanpix.
- Interviewed by Cassandra Mickens, **Clarion-Ledger**, for an article on Spring Break.
- Responded to statistical information requests: Mimi Tsai, TMG Consulting

Taryn Sammons, Manager, Social Media/Media Relations

- Daily posts to Facebook and Twitter
- Posted information on March Photo Contest on Facebook. Filmed & posted YouTube video to give away Advance Auto Parts Monster Jam tickets.
- Responded to email request by Michael Lowe with **Meetings & Conventions** magazine about expansions and renovations on the Gulf Coast. Contacted Elaine Stevens with IP Casino for images and press releases to send to Michael. Helped Alex Crevar with **Southern Living magazine** create an itinerary for end of month press trip to MS Gulf Coast.
- Approved CleanPix image requests for:
 - Derek Spisak with Columbia FunMaps & Ruth Kemnitz with King Publishing/Gaming South.
 - Kurt Brautigam with South Mississippi Electric and Debbie Reinhardt with AAA Southern Traveler.
 - Liz Webber with Sherman's Travel
 - Terri Smith with The Terri Lynn Show Travel Magazine.
- Phone conference with Rebecca McCormick, Syndicated freelance journalist from Hot Springs about upcoming press trip.
- Filmed & posted video for final Rouses Markets king cake give away.
- Mardi Gras FAM with clients March 5 – 8
- Responded to request for media information from Shasta Walton with **Mommies on Vacation** (online blog) about family friendly & couple attractions.
- Secured room at Palace Casino for Rebecca McCormick.
- Sent logos to Patti Ryan with the Historical Society Tour of Homes for their rack brochures.
- Gave away a pair of Boomtown Casino comps in weekly Facebook Contest.
- Sent accommodations request for Alex Pinck, German media.

- Phone conference with Alex with Southern Living Magazine to finish itinerary.
- March 17 & 18 – PRAM at Beau Rivage Casino
- Gave away a pair of Boomtown Casino buffet comps through weekly Facebook Contest.
- Conference call with Mike Davis, Mary Spain, Crystal Johnson, & Chris Chapman regarding **SATW**. Gave away a pair of buffet comps to Boomtown Casino through weekly Facebook contest.
- Talked with Danielle Rauch with the **Syracuse CVB** about their social media campaigns. Sent lead for Rudi & Rita Schneider (German Media arriving in May)
- Chose winner for March Photo Contest on Facebook

Jaffe Perniciaro, Manager, Tourist Information

- Added 22 new coupons to website, renewed 58 that were expiring end of month, 11 did not renew, 3 didn't renew - out of business
- Continued with updating and adding descriptions to listings on website by contacting each listing and verifying information.
- Added the following NEW Businesses, Restaurants, Events, Attractions, Activities & Meeting Facilities:
South MS Charters – Sightseeing & Cruises, Buccaneer State Park, MS Made – MS Proud Gift Shop, Dusti Bonge Art Exhibition, Da Little Café, St. Michael's Kids Fishing Rodeo, 37th Annual Horn Island Hop, Ichiban Japanese Restaurant & Sushi Bar, The Secret Garden Tour, Therapeutic Bodywork by Design,
- Worked on new Fun Times Guide
- Answered numerous tourism inquiries by telephone & email
- Delivered approximately 40 cases Fun Time Guides & 10 cases map pads & 30 cases of Spring Calendars throughout the month

Linda Robinson, Administrative Research Assistant

- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society.
- Input data into 2009 conversion study and edit 2010 conversion study.
- Help mail out Mardi Gras FAM gifts.
- Fulfilled requests for Fun Time Guides and attraction information
- Checked magazines and publications for write-ups and ads: Smart meetings: Spiciness and Southern Hospitality; Connect: Convention Center Ad; OffShore World: Billfish Classic Ad; Meetings Focus South: Back to the Beach; Meeting South 2011
- Assisted as Tourism Receptionist
- Submit Big 3 jobs for approval and review ads: Business cards, envelopes and letterhead job forms; ; Gaming Summit job forms; Meetings South job forms; Better Homes & Garden ad; Travel 50 & Beyond ad; ACAE Directory ad; Golf Resort Classic Spectators Guide ad; America's Best Vacation Banner Ad; Connect & Collaborate Web Banner; Golf Digest Web Banners; May Connect & Collaborate ad; June Southern Living ad; Lighthouse Graphics; July O Magazine Co-op ad
- Prepared and mailed 2-night stay package to Conversion study winners: Joel Price of Columbia, SC and Doug England of Springfield, IL.
- Updated website with Commission meetings minutes.
- Created URL for Travel 50 & Beyond ad.
- Verify updates of restaurant listing on website
- Verify coupon listing on the website.
- Prepared minutes for the Ad Committee meeting.
- Prepared and mailed sponsorship and marketing assistance award letters, contract agreements, denial letters and guidelines to the following organizations: Mississippi Dental Association, Smokin' The Sound, Inc., The Mississippi Gulf Coast Council of Garden Clubs, Scrapin' The Coast, LLC, Pass Christian Historical Society, Mississippi Gulf Coast Honor Flight, Long Beach Chamber of Commerce, Mississippi Media
- Prepared Powerpoint presentation of the 2009 Conversion Study

Meetings Attended

- Mar 3 – Fun Times Guide planning meeting with Compass Marketing, Big 3 Attractions Association membership meeting

- Mar 15 - HCTC full commission meeting
Full Staff meeting
- Mar 16 – New York Planning meeting
- Mar 17-18 – PRAM State Conference
- Mar 21 – Ad Committee
Mardi Gras debrief
- March 24 – Full Staff meeting with Mr. Montana
Lunch with Alex Crevar, **Southern Living Magazine**
Mississippi Gulf Resort Classic orientation
- Mar 25 – Advertising Committee
- Mar 28 – Airport pick-ups for State Golf Fam
Dinner with Golf Fam participants & Mary Mahoney's
Airport pick-ups for State Golf Fam
- Mar 29 – Pairings Party at the IP
Webinar – Social Media and the Consumer
- Mar 30 – Mississippi Gulf Resort Classic media room
- Mar 31 – Mobile web meeting with Big 3
Take golfers from Beau Rivage to Fallen Oak
Attractions Association board meeting – Wiggins
Mississippi Gulf Resort Classic media room

USA 800 AD Source

Ad Source	October	November	December	January	February	March	Totals
AAA Southern Traveler	3	1	4	8	13	14	43
America's Best Vacations	1,185	1,860	20,451	-	1	3	23,500
ANOTHER WEB SITE	-	33	29	94	104	110	370
Arthur Frommer Budget Travel	353	52	10	2	3	-	420
BANNER ADVERTISEMENT	2	1	2	1	4	5	15
Better Homes & Gardens	1	2	2	4	1	8	18
Budget Travel	1	1	-	-	-	-	2
City/Regional Magazine Insert	1	2	3	1	1	1	9
Don't Know/Refused	28	21	11	16	4	22	102
Explore the Southeast Spring						2	2
Fall Travel Planner			1	1	-	-	2
Family Circle	145	125	-	4	643	452	1,369
FRIEND OR FAMILY MEMBER	23	25	20	61	58	66	253
Golf Digest					2	2	4
Mississippi Tour Guide	24	23	22	50	37	50	206
OPRAH Magazine	1,327	1,047	968	7	722		4,071
Radio	3	5	3	3	4	2,778	2,796
Saltwater Sportsman					1	1	2

SEARCH ENGINE	140	112	123	298	272	286	1,231
Southern Breeze	-	1	-	2	1	3	7
Southern Living	48	47	23	36	49	36	239
Spring Travel Planner 2009	-	1	-	2	-	6	9
State Referrals	-	1	2	3	5	5	16
Television or Radio Ad	6	18	24	37	37	55	177
Travel 50 & Beyond	1	-	-	1	2	5	9
TravelMeredith.com	4	2	2	2	1	3	14
Unknown/Newspaper/Magazine	69	79	66	143	183	208	748
Web	148	101	117	319	314	323	1,322
TOTALS	3,512	3,560	21,883	1,095	2,462	4,444	36,956

TOP 10 AD SOURCES -MARCH 2011

Radio	2,778
Family Circle	452
Web	323
SEARCH ENGINE	286
Unknown/Newspaper/Magazine	208
ANOTHER WEB SITE	110
FRIEND OR FAMILY MEMBER	66
Television or Radio Ad	55
Mississippi Tour Guide	50
Southern Living	36

USA 800 State Source

STATE/COUNTRY	October	November	December	January	February	March	TOTAL
Alabama	172	227	3,851	35	77	137	4,499
Alaska	1	1	-	-	6	2	10
Arizona	14	26	16	6	30	38	130
Arkansas	39	36	21	38	70	128	332
California	93	62	31	13	40	108	347
Colorado	18	24	17	10	58	34	161
Connecticut	22	13	12	5	8	29	89
Delaware	8	5	3	1	4	12	33
Florida	143	119	63	57	89	174	645

Georgia	279	393	6,061	56	72	113	6,974
Hawaii	3	4	3	-	-	1	11
Idaho	11	6	1	3	23	2	46
Illinois	139	109	93	62	171	316	890
Indiana	121	59	114	46	84	177	601
Iowa	25	31	24	26	49	77	232
Kansas	26	37	22	18	83	47	233
Kentucky	184	209	30	18	45	120	606
Louisiana	73	51	2,437	54	97	196	2,908
Maine	8	7	2	1	3	11	32
Maryland	27	18	9	11	10	32	107
Massachusetts	29	22	10	2	17	34	114
Michigan	98	51	70	33	86	238	576
Minnesota	38	26	33	28	50	124	299
Mississippi	147	159	3,000	97	125	190	3,718
Missouri	59	95	71	81	147	194	647
Montana	5	1	1	-	5	4	16
Nebraska	13	22	6	3	63	25	132
Nevada	18	5	2	2	11	22	60
New Hampshire	7	1	-	2	3	13	26
New Jersey	56	30	22	7	23	65	203
New Mexico	6	8	6	3	24	12	59
New York	105	60	44	25	46	117	397
North Carolina	293	415	22	19	32	71	852
North Dakota	-	7	2	-	5	3	17
Ohio	148	107	195	39	109	273	871
Oklahoma	25	31	15	21	82	38	212
Oregon	27	15	7	3	41	13	106
Pennsylvania	99	61	37	11	40	85	333
Rhode Island	5	6	1	-	2	12	26
South Carolina	105	177	13	12	18	35	360
South Dakota	5	2	1	2	4	9	23
Tennessee	297	278	5,312	49	95	189	6,220
Texas	175	132	91	76	183	495	1,152
Utah	4	6	3	1	4	11	29
Vermont	4	1	-	2	6	2	15
Virginia	166	262	8	17	26	55	534
Washington	-	-	-	-	-	-	-
Washington DC	3	1	1	2	1	4	12
West Virginia	64	31	10	10	17	54	186

Wisconsin	60	50	46	43	94	166	459
Wyoming	4	2	1	3	4	1	15
Total States	3,471	3,501	21,840	1,053	2,382	4,308	36,555

COUNTRIES							
Brazil							0
Canada	20	35	27	19	11	91	203
England							0
India							0
IRN							0
Ireland							0
Mexico							0
Pakistan							0
Puerto Rico	1						1
Virgin Islands		1					1
United Kingdom							0
Total Countries	21	36	27	19	11	91	205
	Total inquiries YTD						
				Monthly US Total		4,308	
				Monthly International Total		91	
						4,399	

STATE/COUNTRY

Texas	495
Illinois	316
Ohio	273
Michigan	238
Louisiana	196
Missouri	194
Mississippi	190
Tennessee	189
Indiana	177
Florida	174

Canada	91
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89,976 people visited this site

113,511 [Visits](#)
 89,976 [Absolute Unique Visitors](#)
 522,821 [Pageviews](#)
 4.61 [Average Pageviews](#)
 00:04:36 [Time on Site](#)
 40.04% [Bounce Rate](#)
 68.54% [New Visits](#)



Mobile visits – March 2011 vs. March 2010

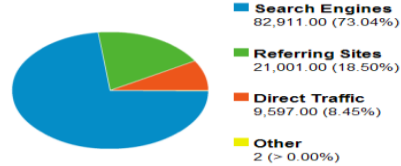
Visits = 14,326
 Previous: 2,459 (+482.59%)

New VS. Returning

Visitor Type	Visits	% visits
New Visitor	77,890	68.62%
Returning Visitor	35,621	31.38%

All traffic sources sent a total of 113,511 visits

 **8.45% Direct Traffic**
 **18.50% Referring Sites**
 **73.04% Search Engines**



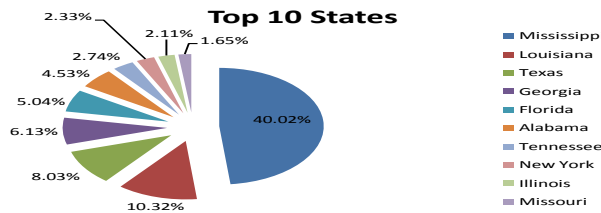
Top 10 Search Engines

Visits	Pages/Visit
82,911 % of Site Total: 73.04%	4.33 Site Avg: 4.61 (-6.03%)
Search Engine used	
1.	google
2.	yahoo
3.	bing
4.	aol
5.	search
6.	ask
7.	netscape
8.	lycos
9.	baidu
10.	msn

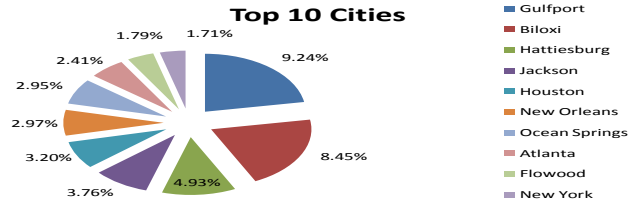
Referring Sites

Visits	Pages/Visit	Avg. Time on Site	
21,001 % of Site Total: 18.50%	5.88 Site Avg: 4.61 (27.67%)	00:06:03 Site Avg: 00:04:36 (31.58%)	
Referring Site		Visits	Pages/Visit
1.	biloxi.ms.us	9,761	7.84
2.	google.com	1,024	2.39
3.	172.16.254.254	993	1.47
4.	mississippi.gov	849	4.56
5.	facebook.com	612	2.97
6.	visitmscoast.org	507	6.26
7.	search.mywebsearch.com	487	4.96
8.	mscoastcoliseum.com	413	5.69
9.	keesler.af.mil	366	4.76
10.	maps.google.com	278	1.99

9,597 visits came directly to this site – 71.15% new visitors



Visits		Pages/Visit	Avg. Time on Site		% New Visits		Bounce Rate
111,580 % of Site Total: 98.30%		4.62 Site Avg: 4.61 (0.29%)	00:04:37 Site Avg: 00:04:36 (0.50%)		68.37% Site Avg: 68.54% (-0.25%)		39.87% Site Avg: 40.04% (-0.44%)
State	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
1.	Mississippi	44,654	3.75	00:03:47	59.10%	46.07%	
2.	Louisiana	11,513	5.57	00:05:24	74.57%	31.54%	
3.	Texas	8,957	4.81	00:05:01	73.04%	38.65%	
4.	Georgia	6,837	4.38	00:04:30	72.52%	43.62%	
5.	Florida	5,620	4.80	00:04:34	76.44%	37.58%	
6.	Alabama	5,054	4.97	00:04:43	75.25%	36.11%	
7.	Tennessee	3,054	6.47	00:06:29	75.54%	27.50%	
8.	New York	2,596	3.80	00:04:07	74.54%	47.11%	
9.	Illinois	2,353	6.50	00:06:45	75.52%	25.50%	
10.	Missouri	1,838	6.78	00:06:52	73.61%	28.29%	



Visits 113,511 % of Site Total: 100.00%		Pages/Visit 4.61 Site Avg: 4.61 (0.00%)	Avg. Time on Site 00:04:36 Site Avg: 00:04:36 (0.00%)	% New Visits 68.62% Site Avg: 68.54% (0.12%)	Bounce Rate 40.04% Site Avg: 40.04% (0.00%)	
	City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Gulfport	10,489	2.95	00:02:46	55.62%	49.59%
2.	Biloxi	9,597	3.11	00:03:16	47.64%	53.69%
3.	Hattiesburg	5,594	3.51	00:03:45	65.37%	45.85%
4.	Jackson	4,271	6.22	00:06:21	67.50%	30.27%
5.	Houston	3,637	4.09	00:04:19	69.98%	44.35%
6.	New Orleans	3,369	5.00	00:04:45	73.32%	32.74%
7.	Ocean Springs	3,347	2.83	00:02:33	57.51%	49.60%
8.	Atlanta	2,740	3.06	00:03:23	67.99%	56.13%
9.	Flowood	2,032	3.41	00:03:28	65.40%	54.77%
10.	New York	1,944	3.31	00:03:40	73.51%	50.98%

Top 10 Countries

Visits 113,511 % of Site Total: 100.00%		Pages/Visit 4.61 Site Avg: 4.61 (0.00%)	Avg. Time on Site 00:04:36 Site Avg: 00:04:36 (0.00%)	% New Visits 68.62% Site Avg: 68.54% (0.12%)	Bounce Rate The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page). 40.04% Site Avg: 40.04% (0.00%)	
	Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	United States	111,580	4.62	00:04:37	68.37%	39.87%
2.	Canada	523	5.82	00:05:07	78.39%	33.84%
3.	United Kingdom	187	4.18	00:03:55	86.63%	43.85%
4.	(not set)	156	2.97	00:03:13	61.54%	46.15%
5.	Germany	115	4.48	00:03:16	86.96%	44.35%
6.	Australia	72	2.69	00:02:07	93.06%	70.83%
7.	France	69	2.81	00:02:10	95.65%	44.93%
8.	India	53	2.40	00:01:55	88.68%	56.60%
9.	Philippines	44	1.86	00:01:42	95.45%	84.09%
10.	Brazil	43	2.02	00:02:09	93.02%	60.47%



Top 10 Landing Pages 113,511 visits entered the site through 2,727 pages

Entrances 113,511 % of Site Total: 100.00%		Bounces 45,452 % of Site Total: 100.00%	Bounce Rate 40.04% Site Avg: 40.04% (0.00%)	
	Page	Entrances	Bounces	Bounce Rate
1.	/	30,792	8,162	26.51%
2.	/events/	14,988	6,966	46.48%
3.	/visitors/events/mardigras/	5,919	3,632	61.36%
4.	/attractions/	4,222	658	15.59%
5.	/casinos/	3,125	696	22.27%
6.	/visitors/attractions/family-activities/	3,096	345	11.14%
7.	/coupons/	2,623	606	23.10%
8.	/visitors/events/index.cfm?EventID=2733	2,507	1,831	73.04%
9.	/visitors/attractions/beaches-and-harbor-activities/	2,173	746	34.33%
10.	/visitors/events/index.cfm?EventID=65	1,856	1,295	69.77%



Top content
8,546 pages were viewed a total of 522,821 times

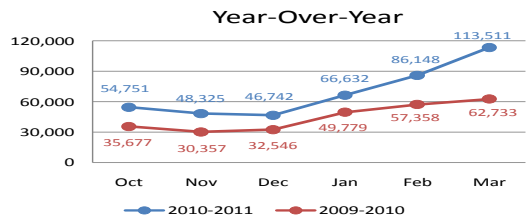
Entrances 113,511 % of Site Total: 100.00%		Bounces 45,452 % of Site Total: 100.00%		Bounce Rate 40.04% Site Avg: 40.04% (0.00%)	
	Page	Entrances	Bounces	Bounce Rate	
1.	/	30,792	8,162	26.51%	
2.	/events/	14,988	6,966	46.48%	
3.	/visitors/events/mardigras/	5,919	3,632	61.36%	
4.	/attractions/	4,222	658	15.59%	
5.	/casinos/	3,125	696	22.27%	
6.	/visitors/attractions/family-activities/	3,096	345	11.14%	
7.	/coupons/	2,623	606	23.10%	
8.	/visitors/events/index.cfm?EventID=2733	2,507	1,831	73.04%	
9.	/visitors/attractions/beaches-and-harbor-activities/	2,173	746	34.33%	
10.	/visitors/events/index.cfm?EventID=65	1,856	1,295	69.77%	



Mississippi Gulf Coast
Search Engine Optimization Campaign Update
 April 6, 2011

Traffic Overview:

	Oct	Nov	Dec	Jan	Feb	Mar
Visits:	54,751	48,325	46,742	66,632	86,148	113,511
Unique Visitors:	44,873	40,520	38,815	55,423	69,577	89,524
Bounce Rate:	41%	38%	40%	36%	39%	40%
Pageviews:	264,241	227,391	202,069	327,425	386,439	522,821
Avg Pageview per Visit:	4.50	4.71	4.32	4.91	4.49	4.61
Avg Time on Site:	0:04:19	0:04:30	0:04:15	0:04:52	0:04:28	0:04:36
Total Organic Search Traffic:	39,207	29,988	32,856	47,009	62,814	82,911
% of Traffic From Organic Search:	72%	62%	70%	71%	73%	73%
Entry Pages From Search:	1,578	1,489	1,614	2,034	2,053	2,293
Total Organic Keywords:	19,820	15,393	17,628	22,390	27,174	34,331



SEO Overview:

- * Visitation has increased by 81% year over year.
- * Absolute unique visitors have increased by 76% over last year.
- * Pageviews have increased by 33% compared to last March.
- * Organic search engine traffic has increased by 107% year over year.
- * Mardi-gras related keywords sent 10,754 visits from the search engines. The /mardigras page received 11,894 pageviews in March 2011.

Ranking Highlights:

Keyword	Google	Bing
Biloxi	5	15
Gulfport	4	12
Gulfport activities	5	16
Gulfport airport	3	3
Gulfport attractions	2	2
Gulfport casinos	2	1
Gulfport convention center	1	1
Gulfport event calendar	1	4
Gulfport resorts	8	35
Gulfport tourism	1	1
Gulfport vacation	5	16
Mississippi Gulf Coast	1	1
Mississippi Gulf Coast beaches	1	1
Mississippi Gulf Coast casinos	1	1
Mississippi Gulf Coast entertainment	1	1
Mississippi Gulf Coast event calendar	1	1
Mississippi Gulf Coast fishing	2	2
Mississippi Gulf Coast hotels	2	1
Mississippi Gulf Coast map	3	5
Mississippi Gulf Coast meeting RFP	1	1
Mississippi Gulf Coast packages	1	1
Mississippi Gulf Coast restaurants	1	2
Mississippi Gulf Coast vacation	1	1
Mississippi Gulf Coast weddings	1	1
things to do in Mississippi Gulf Coast	1	3

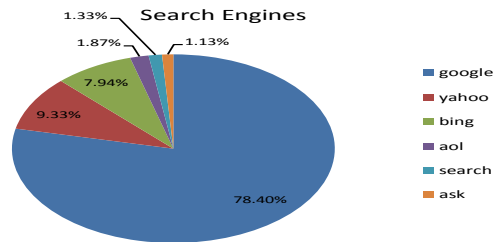
Legend
1st Page Result
2nd Page Result
3rd Page Result
After 3rd Page

Organic Traffic:

Organic Traffic	% of Total Site Traffic	
Visits	82,911	73.04%

Organic Engagement compared to Site Engagement		
Pageviews Per Visit	4.33	-6.03%
Avg. Time on Site	0:04:14	-8.02%
New Visits	68.13%	-0.60%
Bounce Rate	41.67%	4.06%

Search Engine	Visits	Percent
google	65,001	78.40%
yahoo	7,736	9.33%
bing	6,580	7.94%
aol	1,547	1.87%
search	1,106	1.33%
ask	933	1.13%



Exact Keyword	Visits	Pages Viewed
mississippi.gulf.coast	2,171	7.14
gulfport.ms	1,498	8.09
gulfport.music.festival	1,056	1.73
biloxi.ms	1,027	8.34
gulfport.music.festival.2011	746	1.62
mississippi.beaches	740	5.09
biloxi.mississippi	687	8.59
ms.gulf.coast	654	8.50
gulf.coast	616	6.22
keesler.air.show.2011	558	1.82

Landing Page	Visits	Percent
/	20,504	24.73%
/events/	12,444	15.01%
/visitors/events/mardigras/	4,712	5.68%
/casinos/	2,670	3.22%
/visitors/events/index.cfm?EventID=2733	2,345	2.83%
/visitors/attractions/beaches-and-harbor-activities/	1,996	2.41%
/coupons/	1,897	2.29%
/visitors/events/index.cfm?EventID=65	1,691	2.04%
/visitors/transportation/airports/	1,564	1.89%
/events/index.cfm?EventID=2451	1,332	1.61%

Executive Session

Commissioner Daniels made the motion to ENTER Closed Session to discuss the need for an Executive Session to discuss personnel matters. Seconded by Commissioner Rizzardi, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Commissioner Daniels made the motion to ENTER into Executive Session, to discuss personnel matters. Seconded by Commissioner Guice, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Commissioner Daniels made the motion to RECONVENE from Executive Session. Seconded by Commissioner Rizzardi, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.

Legal Counsel reported No Action was taken, reports only.

Reminders:

1. HCTC meeting – Tuesday, April 19th – 1:30 pm
2. MS Hotel & Lodging Assn Chapter meeting & social – Wednesday, April 20th – South Beach Hotel & Suites – 4pm meeting – 5pm cocktails & hors d'oeuvres
3. Office closed – Monday, April 25th – Confederate Memorial Day
4. Southern Gaming Summit – May 4th – 5th – MS Coast Coliseum
5. HCTC meeting – Tuesday, May 17th – 1:30 pm
6. Office closed – Monday, May 30th – Memorial Day
7. New York Mission Trip – June 7th – 10th
8. Billy Creel Luncheon – Tuesday, June 14th – Beau Rivage – 11:30am
9. HCTC meeting – Tuesday, June 21st – 1:30pm

Commissioner Guice moved that the meeting be adjourned. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Absent & Excused
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted April 19, 2011.