

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
AUGUST 17, 2010**

The Harrison County Tourism Commission met Tuesday, August 17, 2010 at 3:30 p.m., at its office located at 2350 Beach Blvd, Biloxi, MS 39531

Commissioners Present: Kenneth Montana, president; Rip Daniels, vice president; Drew Allen, treasurer; Beverly Martin, secretary; John Carter; Judge Danny Guice; Jon Lucas; Danny Hansen; Wilma Rizzardi

HCTC Staff Members Present: Richard Forester, executive director; Crystal Johnson, director, sales; Janice Jones, public relations manager, marketing; Traci Dauro, Admin Asst; Sharon McDonald, director of finance

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Andy Hurt, the Big Three; Linda Hornsby, & Bob Bennett, MS Hotel & Lodging Assn; Marty Sutherland, Compass Marketing; Bridget Varone, MS Hospitality & Rest Assn; Clay Wagner, Hancock Bank; Mary Cracchiolo Spain, Beau Rivage; Narissa Behrens, Hilton Garden Inn, Gulfport.

Commissioner Montana called the meeting to order.

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

Public

Linda Hornsby, MS Hotel & Lodging Assn, reported on the

Bob Bennett, MS Hotel & Lodging Assn, discussed the city of Biloxi and requests for a “Red light District”. Mr. Bennett also voiced his concerns over hotel occupancy when all of the BP workers leave sometime in September 2010.

Minutes

Commissioner Rizzardi made a motion to accept the minutes from the July 20, 2010 meeting as presented. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	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>Daniel T. “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 Martin	Voted -----	Yes
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 August 17, 2010.

Treasurer's Report

Commissioner Allen reported the August 17, 2010, disbursements as follows: check disbursements for 07/20/10--\$219,522.91; grand total disbursements--\$219,522.81. Commissioner Allen moved these disbursements be approved. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

Commissioner Allen presented the Jun 31, 2010, financial statements, reporting total assets of \$2,415,403.61; total liabilities \$100,620.98; total fund balance \$2,314,782.63; total liabilities & fund balance \$2,415,403.61; current revenue \$257,004.30; current expenditures \$803,796.48; for a net loss of (\$546,792.18). Commissioner Allen moved these financial statements be approved. Seconded by Commissioner Rizzardi, the president called the question with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

Commissioner Allen reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for August 16, 2010 – actual 3% collection was \$393,010.23. with HCTC's 2.25% share being \$294,757.67 for a 10.18% change in total collection, and total income of 1.78% year to year changes, reflecting just this month's collections.

Commissioner Allen reported on the revenue received from World Choice Travel commission revenue for July 20, 2010 in the amount of \$244.43 with a year to date total of \$1,980.68.

Commissioner Allen reported on the Ad Hoc on Budget held August 10, 2010, with the following recommendation:

Commissioner Daniels made the motion to approve the 2010/2011 fiscal year operating budget for the Harrison County Tourism Commission in the amount of \$2,710,445. Also, any unencumbered funds are moved to the marketing budget. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes

Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

Commissioner Daniels made the motion to amend the 2009/2010 budget to conform to the actual dues and expenditures that occurred during fiscal year 2009 and ending September 30, 2010. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

Old Business

Commission President Montana reported on the receipt of the letter from the Harrison County Board of Supervisors, re-appointments of Kenneth Montana and Beverly Martin to the Tourism Commission, which expires August & October 2015.

New Business - None

Legal Counsel Report

Mr. Keating reported on the following items:

- Current contract with the MS Coast Coliseum, in reference to the Insurance for the Tourism space located on the second floor of the expansion.
- Gulfport-Biloxi Airport Authority issue with Clear Channel contract for the visitors booth the Tourism Commission thru Kodiak would like to man at the airport terminal.
- BP contract and other staff issues.

HCTC Reports

Commissioner Martin reported on the Convention Development & Travel Committee held August 2nd with the following recommendations:

Commissioner Martin made the motion to approve the request to attend for the STS Fall Board Meeting being held Sept 8 – 10, 2010 in Greenville, SC for an approximate cost \$1,225 including registration for Richard Forester. Seconded by Commissioner Allen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

Commissioner Martin made the motion to approve the request to attend for the National Assn of Sports Commissions, Small/Midsize Market Segment Meeting being held Sept 19 – 22, 2010 in Colorado Springs, CO for an approximate cost \$1,120 including registration for Justin McGuffee. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

Commissioner Martin made the motion to approve the request to attend for the Mississippi / Louisiana Societies of Association Executives, Annual Convention & Tradeshow being held September 19 – 21, 2010 in Mobile, AL, with an approximate cost of \$1,150.00 including registration for Crystal Johnson. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

Commissioner Martin made the motion to approve the request to attend the Alabama Council of Association Executives, Annual Convention & Tradeshow being held October 13 – 15, 2010 in Point Clear, AL for an approximate cost for registration \$500.00 for Crystal Johnson. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

Commissioner Martin made the motion to approve the request to attend for the United States Tour Operator Association being held December 9 – 13, 2010 in New Orleans, LA (Sheraton) for registration in the amount of \$875.00 for Annette Rand. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes

Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

The Committee discussed hosting more fairs in the next fiscal year, Crystal reported that she has included such in her proposed budget for 2011.

Commissioner Rizzardi reported on the Ad Hoc Committee on Visitors Centers held August 3rd

- Discussed locations along Hwy 90, Lorraine Rd, Long Beach and Pass Christian to request visitors information center signs placed thru MDOT.

Commissioner Daniels reported on the Advertising Committee meeting held August 10th

- The Committee along with several advisory members discussed a package of events to send to BP for possible funding under a new grant.

Commissioner Carter reported on the Sponsorship, Grants & Marketing Assistance Committee held August 16th.

President Montana requested these items be held over until the September 21st meeting.

Request to Sponsor

- A. Cruisin' the Coast – Oct 3 – 10, 2010 – in the amount of \$5,000
- B. Back Bay Mission – 3rd Annual “Puttin’ on the Roux” Gumbo Cook-off – Biloxi Town Green – Should submit their request to the Gulf Coast Community Foundation
- C. Cajun County Swamp Pop Festival – Oct 1 – 2, 2010 – Harrison County Fairgrounds – more information needed before consideration
- D. MS Surge Hockey Team – 2011 Season – MS Coast Coliseum arena – for a \$1,500 for a web banner

Request for Marketing Assistance

- E. Gulf Coast Bridge Assn – 2011 Regional Tournament – MS Coast Coliseum – January 31 – February 6, 2011 – in the amount of \$1,220

Executive Session

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.

Legal Counsel reported No Action was taken, reports only.

Crystal Johnson

SALES LEADS:

July 2010: 15 leads representing 6,070 attendees and 9,555 room nights

DEFINITE BUSINESS: 9 leads representing 2,045 attendees and 2,789 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
Mississippi Trucking Association				
Mississippi Truck Driving Championship	5/5/2011	250	300	Ramada Inn Airport & Convention Center
Alpha 1/7 Vietnam Veterans USMC				
Reunion	6/9/2011	50	120	Isle Casino Hotel Biloxi
Krewe of Bilge				
Krewe of Bilge Party	9/24/2010	130	100	Quality Inn Biloxi
Snapon				
Annual Franchisee Kickoff	1/7/2011	60	55	Beau Rivage Casino Resort
United Soybean Board				
Meeting	2/19/2012	175	634	Beau Rivage Casino Resort
Gulf Coast United Soccer Club				
College Showcase	7/25/2010	30	45	IP Casino Resort Spa
Dynamo Juniors	9/26/2010	600	735	IP Casino Resort Spa
Dynamo Juniors II	4/15/2011	600	550	Best Western Seaway Inn
American Medical Technologists				
Magnolia Association of AMT's	2/1/2012	150	250	Beau Rivage Resort & Casino

Convention Services:

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
Taylor, Boggan, Holden, Carr Reunion	July 23 – 26, 2010	Courtyard Marriott		Bags, pens, notepads	\$80.00	85
Louisiana Pest Management Assoc.	July 5 – 8, 2010	Beau Rivage		Bags, pens, notepads	\$100.00	121
MS Economic Development Council	July 20 – 23, 2010	Beau Rivage		Name badge inserts	\$140.00	320
Hurd Family Reunion	July 30 – August 1, 2010	Wingate Inn		Name badges, bags, pens	\$106.00	23
International Black Broadcasters Association	July 30 – August 1, 2010	Courtyard Marriott / Four Points	2	FTG, bags, etc.	\$852.00	15
National Lt. Governors Association	July 27 – 31, 2010	Beau Rivage	2	Pens, notepads	\$525.00	209
Dance Teachers United	July 23 – 25, 2010	Quality Inn		FTG, lapel pins	\$11.00	75
Bowens Family Reunion	July 15 – 18, 2010	Courtyard Marriott – Gpt		Bags, pens, notepads	\$53.00	Cancelled due to oil after picking up promo items
Taylor Family Reunion	July 2 – 4, 2010	Courtyard Marriott – Gpt		Bags, pens, notepads	\$26.00	61
Barkum Family Reunion	July 30 – August 1, 2010	Holiday Inn		Bags, notepads, FTG	\$47.00	

Total **\$1,940.00** **909+**

LOST BUSINESS: 4 leads representing 1,130 attendees and 2,983 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Lost Reason
MS National Guard Non-Commissioned Officers Association & Auxillary				
Conference	4/14/2011	250	450	Group selected Hattiesburg, MS for the conference. Room rates were more reasonable.
U.S. Travel Association				
2011 Educational Seminar for Tourism Organizations (ESTO)	8/11/2011	400	1,255	Group going to the West Coast in 2011
USDA Forest Service				
August 2010 Joint Meeting	8/15/2010	130	328	Group selected Chattanooga, TN for the Joint Meeting
National Ornamental & Miscellaneous Metals Association				
2012 Annual Convention & Exposition	2/26/2012	350	950	The Board narrowed the destinations to consider for 2012 to Atlanta and Orlando. 2011 is in New Orleans - board felt 2012 was too close to NOLA, plus they are not too hip on the shuttling to the center. They lost folks in NOLA to a hotel outside the block b/c they chose to stay in a hotel across from the Morial Center.

LEISURE TRAVEL:

DEFINITE: 4 bookings presenting 343 passengers and 522 room nights

	Tour Date	PAX	Room Nights	Hotel
Tourico Holiday Flights / Travel Holdings, Inc.				
Room nights for 2009	1/1/2009-12/31/2009	500	618	Grand Biloxi, Best Western and Beau Rivage

Leisure Group Projects:

Planning for SouthCentral / Alabama Motorcoach Association

Social Media:

YouTube: Videos at the following locations:

Half Shell Oyster House	Hard Rock Café
The Shed in Gulfport	
Biloxi Beach	
Biloxi Town Green	
Souvenir City	
Triplett Day Drug Store	
South Coast Paddling	
Walter Anderson Museum of Art	
Mary C. O'Keefe Cultural Center	
Cypress Lanes Bowling Alley	
Kangarooz	
Prime Outlets	
IMMS	
Tuxachanie Trail	
West Side Splash Park	

Facebook: As of August 1, 2010 the MS Gulf Coast Convention & Visitors Bureau Facebook page had the following:

686 active monthly users	162 wall posts and comments
2346 fans/likes	1022 visits this week

Department Wide Activities:

- July 1, 2010: Four Points by Sheraton Ribbon Cutting
- July 8, 2010: Ohr monthly board meeting
- July 8, 2010: Meeting with Homer Hirt – USS Saufley Military Reunion
- July 8, 2010: Conference call with American Junior Golf Association
- July 9, 2010: Joint meeting with MCCCC Sales Staff
- July 12, 2010: Meeting regarding Faith Based Spring Break Proposal
- July 14, 2010: MTA Media Day and board meeting
- July 15, 2010: Marketing Partner Meeting
- July 20, 2010: HSMAI Monthly lunch meeting
- July 20, 2010: Local Sales Calls
- July 21, 2010: Local Sales Calls

Richard Forester
Executive report

Budget: Over the past month the staff and I working in concert with the Budget Task Force of Mr. Allen, Ms. Martin, Mr. Daniels and Mr. Lucas, have produced an excellent budget for fiscal 2011. Due to the fact that projected revenues for fiscal 2010 have been higher than expected and many categories of expenses have been lower than expected, we are ending the current fiscal year with a surplus that can be added to the balanced budget for 2011. That will give us almost 2 million dollars to put toward marketing and advertising in 2011 if the commission decides to put the entire surplus into the advertising budget. This is a much higher estimate than the one we started with two months ago. My congratulations to the entire staff for holding the line on expenses this year. We spent where we needed to and saved everywhere we could. I particularly want to thank Sharon, Traci, Crystal and Janice for the valuable assistance they provided in compiling the budget. I also want to acknowledge the valuable guidance and insight provided by the members of the budget task force and Pres. Montana during this process. I believe this is a realistic and conservative budget that will serve us well in the coming year. With the approval of this budget we will finalize work with the Big 3 on the advertising and marketing plan for 2011 and once that is approved fill in all the appropriate categories in the marketing portion of the budget.

B P Funding: Thanks to the diligence and hard work of Mr. Montana we were presented with an additional event funding opportunity from B P in the early days of this month. A tremendous amount of

work was done in a very short time, with great input from Mr. Montana and hard work by Janice, Jaffe, Justin, Traci and I to put together a complete funding package for events through the first quarter of 2011. Unfortunately, B P was adamant about the funding of events in a period of 45 to 60 days from when their decision would be made which meant the end of October at the latest. At this writing that decision has not been given to us. The ad committee also did some heavy lifting on Tuesday afternoon to pare down a huge list of events to 41 which Mr. Montana and I then presented to the B P and Godwin Group folks on Tuesday night. Mr. Montana then work long and hard on a revised presentation, requested by B P which was presented to them by Wednesday afternoon. I was notified on Thursday afternoon that B P and Godwin Group folks were going into a meeting in Houston to discuss our presentation along with similar requests from Jackson and Hancock Counties. Hopefully prior to the commission meeting we will have some kind of answer.

Airport Visitor Center; Several meetings since the July commission meeting to discuss this issue. Met with the Airport Board along with Mr. Montana, Mr. Carter and Mr. Burkholder shortly after our last meeting and then have had subsequent meetings with counsel and airport staff which included Mr. Burkholder. It appears that whatever obstacles were involved have been cleared and the manned visitor center at the airport will soon be in operation. This will prove to be of significant benefit t all involved. I also spoke to a dinner for regional travel agents sponsored by the Airport.

South Central & Alabama Motor Coach Assn.; We hosted this event the first week of August. I spoke at the opening breakfast and we hosted their ice breaker event on the Ship Island Ferry. We provided a meal, beverages and entertainment for the cruise to and from Ship Island. The attendees also had the chance to walk around the island and have a tour of Fort Massachusetts. We have had considerable positive feedback from the event and are confident this will increase our group travel. Many thanks to the I P, the host hotel and partner for the event. Many fam tours were conducted by bureau staff and all had a chance to see all that we have to offer groups on the MS Gulf Coast. Staff worked very hard on the ice breaker and Ms. Rizzardi and her husband Lou also joined us.

National Lt. Governors Assn.; We hosted this major convention in partnership with the Beau Rivage July 28th through the 30th. Lt. Governor Phil Bryant and his staff worked closely with Susan Remarcik, our director of convention services and we provided significant assistance. Along with Kathy and I, Susan and her husband Joe, Judge Guice, Mr. and Mrs. Rizzardi and Ms. Martin attended the closing event on Friday the 30 at the Beau featuring Marty Stuart and a celebration of MS. music.

MS Coastal Heritage Area; I met with Susan Perkins of the Dept. of Marine Resources and Tina Shumate, director of the Heritage Area in late July. The area was established prior to Katrina and has had a positive impact in terms of grants and other federal funding for reclamation and other projects since the storm. Other federal dollars are available on a yearly basis for projects within the heritage area. We discussed how we may be able to partner effectively in boosting heritage tourism in the area.

Other Meetings/Activites;

MS. Hotel & Lodging Assn.

2 Airport Board meetings

Gulf Coast Business Council regular meeting and tourism meetings

Staff meetings

Convention Development and Travel Cmte.

Ad cmte.

Visitor Center Task Force

Main St. Board meetings

Ad cmte.

Sponsorship cmte.

Ribbon Cutting for new café at Isle resort

Steve Nieman, GCRC golf tournament

Mardi Gras Fam Tour planning meeting

Cruisin' the Coast planning meeting

Marketing report

Janice Jones, Manager, Media/Public Relations

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

Cleanpix image approvals

Fielded numerous advertising opportunities and forwarded to ad agency for point of view with copies to Richard

Forwarded reader's response leads to USA 800 for fulfillment

Continued to submit CRM tickets for correction to Simpleview

Updated Oil Response page and homepage as often as possible

Worked with Simpleview on setting up additional admin training for Taryn and Linda Robinson as well as CMS training for Peyton and Linda R

Updated Hurricane information page for Tropical event Bonnie and posted to homepage

Met with John Harry and Josh Barton regarding possible Hog Rally with Hog Ride/Mike Huckabee event in September. They were requesting marketing assistance/sponsorship so we met with Mr. Forester as well.

Elizabeth Joseph with Governor Barbour's office called requesting statistical information for a Katrina recovery report

Media Relations

Pulled list of meetings media for Crystal for Convention Center opening – updated list using CisionPoint

Pulled regional media list for Crystal

Cancelled media reservations at Edgewater Inn and Courtyard by Marriot/Gulfport for Kristi Eaton who cannot make her August 25-28 trip due to family obligations. She was coming to research a story for Tulsa People Magazine.

Fact Checked story for Trailer Life Magazine

Worked with Tempy Seagrest from Coastal Living Magazine regarding images to support an article "Best Little Beach Towns" for an upcoming issue.

Worked with Ian Thompson with GolfSouth Magazine regarding advertising from area casinos

Received and processed a request from CMT for some of our images to use during the Jimmy Buffet concert in FL.

GulfScapes Magazine contacted me looking for bars and grilles on the water that serve tropical drinks

Bus Tours Magazine contacted us looking for current information on recent openings for possible coverage in the September/October issue

Chase Bender with the Concord Monitor interviewed me regarding the oil spill looking for updates (she was here in June and might return February 2011), I gave her Scott Weinberg's information for restaurant association quote.

Marnie Hunter with CNN.com, occupancy numbers for the 4th of July weekend

Bill Newcott, AARP Magazine requested information on Holiday events

Apryl Thomas requested an interview with a chef regarding the safety of Gulf seafood, I sent her Scott Weinberg's quote

Sent B-roll to Brad Larson

Janet Leach with State Tourism requested answers to questions for a golf writer with CyberGolf

Radio interview with WJNT-1180am/Jackson along with Joe Jewel with MDMR to talk about the Mississippi Gulf Coast being open for business and the safety of seafood.

Received a request from MDA to work on a Media Fam for Thom Olink, a returning UK media member from December 2006

Jaffe Perniciaro, Manager, Tourist Information

Added 22 new coupons to website, renewed 25 that were expiring end of month, 5 coupons did not renew due to oil spill (charters), 6 coupons did not renew. 17 renewed from June that I was unable to renew in June, 5 did not renew,
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:

The Gallery, International Black Broadcaster Assn Gulf Coast Music Conference, Lazy Onion Pizza Lounge, Glazed Over @ Lynn Meadows, After Dark @ The Gallery, Katrina Blue Lines, School & Carnival Factory Tour, Jet Blast Beach Rentals, Taste of Long Beach, 5th Anniversary Katrina Phenomenal People Weeklong Event, Gaston Point Splash Pad, White House Fountain, Café at the Point, Inktoberfest 2010, Winter Garden Bistro & Toarmina's Pizza, Bark for a Cure, Old Fort Bayou Blueway, Bridge Mosaic Mural, Ocean Springs Museum of History, Studio Wrx, Studio Wrx Create Your Own Art,
Answered numerous tourism inquiries by telephone & email
Finished updating new map pad – slated for July Delivery
Worked & Finished on new Fun Times Guide – slated delivery late August Early September
Working on updating State Tourism Guide
Delivered 70 cases Fun Time Guides – 2 cases calendars & 5 cases map pads to marketing partners
Compiled July reports for commission

Linda Robinson, Administrative Research Assistant

Gathered, copied and filed publications and news articles on events for Southeast Tourism Society submission
Fulfilled request for Fun Time Guides and attraction information
Edited tourism survey
Checked magazines and publications for write-ups and ads
Assisted as Tourism Receptionist
Submitted Big Three invoices for approval
Mailed contract agreements to organizations that have received sponsorship and advertising assistance: Hope Community Development Agency, MS Gulf Coast Festival & Honoree Reception, Keesler Air Force Base
Contacted restaurants for update information for website and FTG
Contacted and mailed packages to Gulf Coast Getaway contest winners
Transcribe minutes for July 22 Commission Meetings
Update meetings and convention media list for convention center grand opening

Meetings Attended

Grand Opening Four Points Ribbon Cutting – July 1
Attractions Association Board meeting – July 9
PRAM meeting – July 12
Attractions Association Membership meeting – July 12
Long Beach Chamber Board meeting – July 13
Marketing Partners Meeting July 15
Lt Governor's Conference Press Conference – July 15
Hard Rock youtube filming – July 19

CRM Consumer record imports training with Simpleview – July 20
HCTC Commission meeting – July 20
Departmental meeting – July 21
Full Staff Meeting – July 26
John Henry – Home of Grace – July 26
Long Beach Chamber Breakfast & Harbor View Groundbreaking – July 28
Attractions Association Board meeting – July 30

Thank yous:

1. Gregory Crapo, Director - de l' Epe'e Deaf Center – staff contributions
2. Tina Hines, MDA Disaster Recovery – staff contribution
3. Jutta Matalka – South Central Motorcoach – Recent convention
4. Amy Santamaria & Christina Pan - Antiques Road show – staff contribution

Reminders:

1. MS Hotel & Lodging Assn Chapter meeting – Hard Rock Casino – Wednesday, August 18th – 4pm
2. Office Closed – Labor Day – Monday, September 6th
3. HCTC meeting – Tuesday, Sept 21st @ 1:30 pm

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
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 August 17, 2010.