

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL SPECIAL MEETING
AUGUST 25, 2010**

The Harrison County Tourism Commission met Wednesday, August 25, 2010 at 3:30 p.m., at its office located at the 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

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

HCTC Staff Members Present: Richard Forester, executive director; Crystal Johnson, director, sales; Janice Jones, manager, public relations; Traci Dauro, admin assistant; Janet Harrington & Justin McGuffee, sales department

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Andy Hurt, Meredith Chase, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Scott Weinberg, MS Hospitality & Rest Assn; Michael Sunderman, SO MS Living Magazine; Lori Beth Susman, Jackpot magazine; Leslie Murray & Paul, South Beach Hotel; Narissa Behren's, Hilton Garden Inn, Airport; Woody Bailey, Cruisin' the Coast; Christine McCummons, Gulf Coast Fall Soccer Classic; Rachel Seymour & Kimberly Nastasi, Gulf Coast Chamber; Mary Perez, Sun Herald; Bobby Carter, Isle; Scott Ratcliff, MS Gulf Coast Sports Comm; Jeff Strode, USFA; Matt McDonnell, MS Gulf Coast Coliseum; Mary Spain, Beau Rivage; Jessica Bowman, WLOX

Commissioner Montana called the meeting to order and stated that the purpose of the meeting was to discuss the BP Sponsorship agreement necessary to mitigate the negative effects of national news coverage related to the oil spill caused by British Petroleum and others.

Commissioner Montana called the meeting to order,

Commissioner Daniels 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 25, 2010.

Treasurer's Report

Commissioner Allen made the motion to approve the check disbursement in the amount of \$7,000 to the MS Gulf Coast Blues Festival & Honoree Reception, Commission approved July 20, 2010. 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

<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 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 25, 2010.

Old Business

Commissioner Martin made the motion to approve the execution of BP contract by the Commission President in the amount of \$1,175,000 for event sponsorship 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 25, 2010.

Commissioner Hansen made the motion to approve the appropriation in the amount of \$1,175,000 to fund a grant program for grants intended to be disbursed to the entities identified on Exhibit A of the contract as presented. 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 25, 2010.

President Montana read the following statement into the record:

This is a great day for our MS Gulf Coast Tourism and Seafood Industry!!

The Harrison County Tourism Commissioners, Staff and the Board of Supervisors who represent the men and women of our Tourism & Seafood Industry enthusiastically thank and express our appreciation to all the individuals who supported our efforts in obtaining these BP Tourism Funds. Our Gulf Coast is blessed by the finest and most resilient individuals anywhere in the world of Tourism. These funds now provide a vital asset in our recovery process. We now have the opportunity to partner together and utilize these funds to provide the greatest benefits for our industry partners and their families. Restaurants, Hotels, Attractions, Sports & Recreational Venues, Festivals, Tours and Museums will all have immediate and direct impact of our efforts. Working together, we can put the "WOW" back into a trip to our fantastic Gulf Coast. Our Harrison County Tourism men and women will be standing tall, proud and ready to welcome all comers to our Great Resort Destination.

Back Ground:

- Commission approached B P privately in June.
- Followed by a succession of meetings taking place over several months
- Goal of the meetings: Request Funding for specific events, festivals, attractions and activities that would maximize tourism and provide immediate benefits to our Tourism Partners and individual workers of the Tourism & Seafood Industry. We were not seeking generic advertising money, but direct support funds for our local events.
- Immediate Goal: To provide immediate and direct help to our local Tourist Industry Partners with extra funding resources and assets.
- Long Term Objective and Goal: A Vision to create the Foundation of a Fall Promotion that would combine all our great Events, Festivals, Attractions, and Activities into a Marketing Extravaganza of Weekends – Fall Fun For All. All of the individual events will have their Place in the Sun, but join together as a United Team with a Common Goal to entice thousands more visitors to our Resort Destination We have the seed money and success is now in our hands:
- Plan of Action:
 - HCTC will appoint a Commissioner to each event to provide liaison, communication, and administrative assistance
 - Accountability to BP of the Fund Expenditures is the specific responsibility of the HCTC per BP Contract
 - The Funding Amounts per Recipient have been designated by BP. In addition BP has further designated that the Funding be Categorized by 1. Sponsorship Costs, 2. Promotional Enticements/Prizes, etc, and 3. Event Marketing.
 - HCTC will provide an Outline of the Procedures as quickly as possible
 - Workshops with each Fund Recipient will be scheduled immediately

Fund Recipients:

BP agreed to grant money to the following 9 events (41 total events were submitted through Spring of 2011):

- Biloxi Seafood Festival
- Chefs of the Coast (expanded)
- Cruisin' the Coast
- Horse Shows at the Fairgrounds facility
- Ms. Hotel and Lodging Assn. Charter Boat Fishing Tournament (new event)
- Fall Classic MS. Youth Soccer tournament
- MS Gulf Coast Billfish Rendezvous & Harbor Grand Opening
- Magnolia Classic USFA Fast Pitch tournament (new event)
- MS Deep Sea Fishing Rodeo/ July 4th in the Fall (new event)

Convention Center Familiarization (FAM) Funding:

We will be bringing representatives of the Media, Industry Writers and Publications Editors, Meeting Planners, Conventions and Site Decision Makers and others to tour our Destination and all new Facilities and attractions.

Your Harrison County Tourism Commission is your partner. We ask you to come together as a Team to promote and help create this Vision of a 3 Month Fall Tourism Event for our future years. Utilizing this opportunity and packaging all of your events to create a Continuous Destination Experience with a common goal will boost the entire fall tourism season. Once this has been achieved through a team effort involving marketing partners, event planners, sponsors and supporters it creates a road map for our the future years. This will continue to build the marketing image of the Mississippi Gulf Coast as a premier destination in the South East. This

seed money from B P and a cooperative effort will make it possible to increase our fall tourism business well into the future.

Commissioner Martin made the motion to approve the modified grant application for funding of the special events approved by BP. 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
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 25, 2010.

Legal Counsel Report

Mr. Keating reported that he has reviewed the contract, and everything seemed to be in order for approval.

Reminders:

1. Office Closed – Labor Day – Monday, September 6th
2. 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 25, 2010.