

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
DECEMBER 15, 2009**

The Harrison County Tourism Commission met Tuesday, December 15, 2009 at 1:30 p.m., at its office located at 11975 Seaway Road, Gulfport, MS.

Commissioners Present: Kenneth Montana, president; Rip Daniels, vice president; Drew Allen, treasurer; Judge Danny Guice; Jon Lucas; Wilma Rizzardi; Greg Van Stone; Bill Holmes, ex-officio

Commissioner absent: Beverly Martin, secretary; Gary Ponthieux

HCTC Staff Members Present: Richard Forester, executive director; Nicole Learson, director marketing; Traci Dauro, admin assistant; Sharon McDonald, director, finance

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Meredith Chase & Kerry Stoddard, the Big Three; Bridgette Varone, MS Hospitality & Rest Assn

Commissioner Montana called the meeting to order.

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

Commissioner Allen	Voted -----Yes
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	Voted -----Absent
Commissioner Van Stone	Voted -----Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 15, 2009.

Minutes

Commissioner Van Stone made a motion to accept the minutes from the November 17, 2009 meeting as presented. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	Voted -----Absent
Commissioner Van Stone	Voted -----Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 15, 2009.

<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>Danny Guice</i> <i>Commissioner</i>	<i>Jon Lucas</i> <i>Commissioner</i>	<i>Gary Ponthieux</i> <i>Commissioner</i>	<i>Wilma Rizzardi</i> <i>Commissioner</i>	<i>Greg Van Stone</i> <i>Commissioner</i>	<i>Bill Holmes</i> <i>Ex-Officio</i>

Treasurer's Report

Commissioner Allen reported the December 15, 2009, disbursements as follows: check disbursements for 12/15/09--\$211,855.74; total travel advance/reimbursements for November 2009 -- \$3,620.40; grand total disbursements--\$215,476.14. Commissioner Allen moved these disbursements be approved. Seconded by Commissioner Judge, the president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	Voted -----Absent
Commissioner Van Stone	Voted -----Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 15, 2009.

Old Business

Commissioner Rizzardi made the motion to approve the 2010 Harrison County Tourism Commission meeting dates as presented. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	Voted -----Absent
Commissioner Van Stone	Voted -----Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 15, 2009.

Commissioner Allen made the motion to approve the renewal agreement with Cision US, Inc. for one year in the amount of \$3,900 with an additional \$125. off for a total discount of \$915, and authorizing the executive director to execute renewal contract. Seconded by Commissioner Guice the president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	Voted -----Absent
Commissioner Van Stone	Voted -----Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 15, 2009.

Mr. Forester reported that Mr. Savarese had approached him about purchasing some new photographs of the Coast in the amount of \$125.00.

No motion was entered on the item.

New Business - None

Legal Counsel Report

Mr. Keating reported that the MS State Unemployment, Court of Appeals, hearing declared that Patricia Zdziemborski had no legal rights to receive unemployment from Harrison County. No further action will be needed on this matter.

HCTC Reports

Commissioner Daniels reported on the Advertising Committee meeting held Dec 14th with the following recommendations:

A. Discussed the following items:

Big Three Update

- a. Recently produced ads
- b. Upcoming approved advertising: meetings & consumer markets

B. Sugar Bowl Promotion

- a. 3-for-2 promotion
- b. Radio and internet
- c. Targeted markets: Cincinnati (Ohio) and Jacksonville, Tallahassee (Florida)
- d. Approved Budget \$47,107.13

C. Mississippi Gulf Resort Classic

- a. Nicole gave an overview of the meeting with the MS Gulf Resort Classic marketing committee.
- b. Approved Budget: \$75,000 for advertising
- c. TV and internet
- d. Discussed two plans, they decided on Plan A which featured more cable and network.

D. Shopping & Dining Promotion Update

Laura gave a brief update of the meeting held with the retailers, the Restaurant Association and Hotel and Lodging Association. A gift card and 3-for-2 promotion was presented and because of the timing their budget would not allow them to buy in right now. They decided to try and plan it for next year. So they will meet again in June.

Commissioner Daniels made the motion to approve the Talent Renewal Contracts for models used for HCTC advertising for one year renewal in the amount of up to \$8,350, with the Big Three executing the contracts. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	Voted -----Absent
Commissioner Van Stone	Voted -----Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 15, 2009.

Bill Holmes reported on the following items:

- East lobby roof leaked in 4 places contractor working on now.
- HCTC office are being laid out now
- All the new signage is up
- Coming events for January 2010: Walking with Dinosaurs; Lipizzaner Stallions; Surge Hockey; Gun & Knife show

Crystal Johnson
Sales report

Convention Sales:

DEFINITE BUSINESS: 3 leads representing 445 attendees and 2,725 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
Mosquito 6147 Tactical Control Group 2010 Annual Reunion	5/10/2010	120	325	Courtyard Marriott - Gulfport
University of Southern Mississippi Vibrios in the Environment Meeting	11/7/2010	250	1,100	IP Casino Resort Spa
Classic Arms Productions Great Southern Gun & Knife Show	11/27/2009	75	80	LaQuinta Inn & Suites - Biloxi

Sales Leads:

November 2009: 11 leads representing 3,392 attendees and 2,725 room nights

Client Meetings:

November 3, 2009: GES Expositions - Lunch with Lunch with Jennifer Langley

Fam Tours:

November 16 - 19, 2009: Meetings & Conventions Fall Fam -- see attached attendee list

Sports Marketing

Client Meetings:

- November 3, 2009: Senior Games Meeting
- November 5, 2009: HCTC Sports Committee Meeting
- November 12, 2009: Press Conference - Bernard Blackwell All Star Football Game
- November 16, 2009: MS Gulf Coast Fishing Rodeo Meeting - City of Gulfport
- November 18, 2009: Bernard Blackwell All Star Football Game Meeting - Scott Ratcliff
- November 20, 2009: Meeting with Scott Ratcliff - MS Gulf Coast Sports Commission

Site Tours:

November 18, 2009: Beach Soccer Championship - Marc Koehler

Convention Services:

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
United Daughters of the Confederacy	November 3 - 10, 2009	Beau Rivage		Badge paper, bags, pens, notepads	\$47.00	1025
MS Alliance for Health, PE, Recreation & Dance	November 6 - 7, 2009	Biloxi High School	1	Badges, holders, pens	\$240.00	
MS Department of Mental Health	November 18 - 19, 2009	Clinic		Pens, notepads	\$79.00	
MS Gulf Coast Black Nurses Association	November 20 - 21, 2009	IP Casino Resort		Bags, brochures	\$75.00	13
Classic Arms/Gun & Knife Show	November 28 - 29, 2009	Coliseum		Badges, holders	\$94.00	
Total					\$535.00	1038

LOST BUSINESS: 3 lost leads representing 260 attendees and 354 room nights

	Meeting Date	Room Attendees	Total Room Nights	Lost Reason
Shelter Insurance				
Southeast Region Leaders Conference	8/6/2010	100	104	Group decided to hold the event in Nashville, TN. They will be attending a baseball game and the teams dates best matched theirs.
Coldwell Banker				
President's Road Show	1/27/2010	110	185	Was going to do some regional road shows but will be holding a National Meeting for 2010 which will be held in Nashville, TN.
National Pinocle Association				
2 nd Annual James Love Memorial Tournament	3/18/2010	50	65	Tournament will stay in Jacksonville, FL due to hotel rates higher on the MS Gulf Coast.

Leisure Travel:

LEADS: 1 leads representing 40 passengers and 40 room nights

CANCELLED: 1 cancelled lead representing 54 passengers

	PAX	Room Nights	Reason for cancel
Gunther Charters			
Performed Tour	54	0	Group going to Myrtle Beach.

TRAVEL:

November 14 – 17, 2009
 National Tour Association – Annual Conference & Tradeshow
 Reno, NV
 *See attached report

Department-Wide Activities:

November 2, 2009: MS Hospitality & Restaurant Association Social
 November 3, 2009: Full Staff Meeting
 November 3 – 4, 2009: MTA Board Meeting - Jackson
 November 5, 2009: Staff Christmas Card Pictures
 November 5, 2009: Ohr Gala at Beau Rivage
 November 9 – 10, 2009: HSMAl Gulf South Chapter Board Retreat
 November 18, 2009: Ohr Monthly Board Meeting
 November 23, 2009: Full Staff Meeting
 November 23, 2009: Meeting with Gulf Coast Business Council – RE: Legislative Road Trip
 November 30, 2009: Meeting with Gulf Coast Business Council – RE: Legislative Road Trip

Nicole Learson
 Marketing report
 Media PR

Trace Activity Report

Status: Completed, from Nov 1, 2009 to Nov 30, 2009

	JJ	Total
Fam	2	2
Fam Follow-up	1	1
Media Call Follow-up Call	9	9
Media Contacting HCTC for information	3	3
Auto Trace	1	1
Total	16	16

User Activity Report

From Nov 1, 2009 to Nov 30, 2009

	JJ	LR	Total
Contacts			
Added	4	1	5
Updated	16	3	19
Leads			
Added	0	0	0
Updated	0	0	0
Articles			
Added	2	0	2
Updated	2	0	2
Notes Added	0	0	0
Emails Sent	1	0	1
Traces Added	0	0	0
Traces Open	0	0	0
Traces Completed	16	0	16
Communications Sent	5	0	5
Total	46	4	50

Marketing partners

User Activity Report

From Nov 1, 2009 to Nov 30, 2009

	JJ	JSP	LR	Total
Accounts				
Added	0	8	0	8
Updated	2	43	0	45
Contacts				
Added	2	35	0	37
Updated	10	24	9	43
Listings				
Added	0	22	0	22
Updated	244	57	166	467
Notes Added	0	0	0	0
Emails Sent	1	0	0	1
Traces Added	0	0	0	0
Traces Open	0	0	0	0
Traces Completed	1	1	0	2
Communications Sent	5	0	0	5
Total	265	190	175	630

Richard Forester

Executive report

Southeast Tourism Society: December 6th through the 9th, I attended my first official meeting of the board of directors of STS in Atlanta. The board is a large group with 48 members from 12 states. The organization has more than 900 members from the 12 states within its jurisdiction and also from 18 U S states and 2 territories in Canada. It is considered to be the most influential regional organization in North America. STS also has a board of trustees, chaired by Judy Randall of RTM, a policy council and also manages the affairs of the Southeastern Chapter of the Travel and Tourism Research Assn. I was invited not only to participate in the board meeting, but also the meeting of the trustees who oversee the education programs and Marketing College in particular. I was asked to serve on a committee to establish a foundation for STS that would provide scholarships to tourism students, do research, and provide other educational opportunities for the industry. The mission of STS is improving the economic vitality of the region by uniting all segments of the Travel and Tourism Industry, sharing resources, fostering cooperation, continuing education, and promoting tourism within and to member states. The membership is made up of DMO's, (cvbs & chambers) attractions, media, travel writers, industry service providers and other facets of the industry

Legislative Road Trip (fam tour): We have partnered with the Gulf Coast Business Council at the suggestion of State Representative Dianne Peranich and hosted a group of nearly 30 Mississippi state legislators on a three day tour of tourism facilities on the coast. Brian Sanderson and I have coordinated our two staffs in working with partners in Hancock and Jackson counties and our local tourism partners to put on a superb show for this group of elected officials. A great deal of time and effort was put into coordinating this 3 day 3 county tour and much credit goes to Crystal Johnson and Annette Rand for pulling it all together. Representative Peranich will be introducing her tourism

bond funding bill in January and it was hoped this tour would help educate the participants about the vitality and needs of the tourism industry in Mississippi.

Meeting Planner Fam Tour: We were wrapping this up at the time of last month's commission meeting, but I felt it was appropriate to reiterate how successful this event was and to thank the sales and marketing directors and staff, our partners and the Big 3 for helping put the tour together. We have received very positive response from the participants and do feel we will book business for our destination as a result.

Grants: We put the finishing touches on the grant reports for HCTC and for the city of D'Iberville and submitted them to MDA this week. We believe all is in order and the final cash payments to us should be forthcoming in the not too distant future. We today have submitted the final 25% payment as support for the D'Iberville grant which funded several fishing tournaments and the Hooked Up Tuesday events.

Other activities: I was the featured speaker for the Pass Christian Rotary Club on November 24th. Along with Mr. Keating and John Bennett of Harrison County HR, testified in an unemployment benefit hearing for a former employee. Participated in planning meetings with the Big 3, lodging assn., restaurant assn. and retail partners to plan our Sugar Bowl ad campaign and to try and produce a shopping/dining promotion for 2010 I attended the MS Economic Council Transformation Tour event, a Greenways meeting and attended and/or provided reports to the following meetings/events:

Council of Governments

Southern Kingfish Tournament

Coliseum Commission_ contract for CVB offices awarded.

Gulf Coast Business Council Nov. & Dec. meetings

HCTC Sports Cmte.

HCTC Ad Cmte.

Main St. Board meeting

I also had meetings with staff and directors and Mr. Montana, Ms. McDonald and I met with CPA Dean Fletcher to discuss the bureau budget.

Reminders

1. Offices closed – Christmas Holidays - Thursday & Friday – December 24th & 25th
2. Office closed – New Years – Thursday & Friday – December 31st & January 1st
3. Legislative Reception – January 6th –Jackson, MS
4. MTA Luncheon – January 6th – 11:30 am Old Capitol Inn, 226 North State Street, Jackson, MS
5. HCTC meeting – Tuesday, January 19th – 1:30 pm – HCTC Conf room

Executive Session – None

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

Commissioner Allen	Voted -----Yes
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	Voted -----Absent
Commissioner Van Stone	Voted -----Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted December 15, 2009.