

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
DECEMBER 13, 2011**

The Harrison County Tourism Commission met Tuesday, December 13, 2011 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

Commissioners Present: Rip Daniels, president; Drew Allen, vice president; Danny Hansen, secretary; Beverly Martin-Burkholder; John Carter; Jamie Creel; Kenneth Montana; Wilma Rizzardi; Bill Holmes, ex-officio

Commissioners absent: Jon Lucas, treasurer

HCTC Staff Members Present: Beth Carriere, executive director; Traci Dauro, executive assistant; Janice Jones, marketing department; Sharon McDonald, director, finance

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Ted Riemann, Meredith Chase, Diane Carpenter and Andy Hurt, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Marty Sutherland, Compass Marketing; Cathy Amos Ross & Allison Buchanan, the Focus Group; Bill Lady, Hancock County "West Coast" Tourism Board; Kevin Drum, MS Gulf Coast Golf Assn; Clay Wagner, Hancock Bank; Bruce Frallic, GBI Airport Authority; Walter Baker

Commissioner Daniels called the meeting to order.

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.

Public

Linda Hornsby, MS Hotel & Lodging Assn, reported on the October 2 – 8, 2011 hotel occupancy report. For the BCS package so far 2 buses are full working on locating more buses.

Bruce Frallic, Airport Authority, reported on the following items:

- The Airport Authority is supporting the MS Coast Coliseum's hotel project very strongly
- Targeting low cost carrier's which are vital to the area
- Working on non-stop to Washington DC, non-stop to Ft. Lauderdale/South coast Florida will be back soon
- US Airways up to 4 flights to Charlotte

Minutes

Commissioner Hansen made a motion to accept the minutes from the November 15, 2011 meeting as presented. Seconded by Commissioner Allen, the president called the question, with the following results:

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.

Old Business

Commissioner Daniels reported on the Gulf Coast Regional Tourism Partnership meetings from November 28th & December 12th. The Partnership consists of HCTC members, Gulf Coast Business Council, Tech Committee, representatives from MS hotel & Lodging Assn. and the MS Hospitality & Restaurant Assn. The reason for this meeting is to pursue unification of a regional tourism entity. At the present time there is no permanent DMO. There is a temporary DMO referred to as the Partnership. HCTC is the only legislatively authorized body to act as a Tourism Commission.

The discussion to move into a unified position seeks to avoid conflicts or duplication of advertising messages since the Partnership has an advertising agency of record, the Godwin Group. It really does not make common sense to do business on the coast with parallel agencies. There needs to be common sense for at least pursuing unification. The approach is to get our attorneys together to figure out the best way to do this, if at all.

Commissioner Martin-Burkholder made the motion to approve sending a letter to the Governor Elect to include the Executive Director of the Harrison County Tourism Commission on the Tourism Transition Committee, if Beth has not been assigned a committee already. Seconded by Commission Montana, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.

New Business

Commissioner Montana made the motion to approve staff setting up a work session with the Gulf Coast Regional Tourism Partnership to discuss ongoing issues. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.

Legal Counsel Report

Mr. Keating reported on research he has been doing on the purposed loyalty card program.

Report of the meeting held November 28th with HCTC, GC Regional Tourism Partnership, MS Hotel & Lodging Assn. and the MS Hospitality & Restaurant Assn. and attorneys for both sides. Henry Dick and I were asked to report to the meeting being held December 12th to discuss and present ideas on how to move forward on a short term basis as well as long term. Henry & I got together last week and collectively agreed that we need to focus on the short term for the moment. There are certain pressing issues that need to be resolved. The partnership has BP money and is getting ready to embark on an advertising program, whereas the HCTC has an advertising program in place. We need to find a way to create compatibility with those programs. We want to find a way in that process to utilize the assets which HCTC already has so we could create an atmosphere of compatibility. To achieve that compatibility, we discussed fulfillment, how it will be handled, responding to inquiries, etc.

As this was being discussed it was decided that Beth would get Jack Norris to discuss what is being done on that side and to identify what we can help them with. We intend to put something together where HCTC can provide services to the Partnership and to assign some value to the additional responsibilities and a fair compensation. We will be working on the short and long term in the process.

HCTC Committee Reports

Commissioner Daniels reported on the Advertising Committee meeting held December 1st & 12th with the following recommendations:

Commissioner Montana made the motion to approve the two (2) 2012 television commercials featuring the new tag line "Play Your Way". Seconded by Commissioner Martin-Burkholder, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.

Commissioner Martin-Burkholder made the motion to approve the Loyalty Card program, Option 3 - CVB paying all set up fees, printing cost, mobile friendly website, marketing partner sign up fee and partner's monthly fee, and agency hours. The HC Tourism Commission's cost will be \$106,375 for 50 participating partners and with a maximum of \$1 transaction fee per participating marketing partner for the first year. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.

Commissioner Allen made the motion to approve legal counsel to start negotiations with Compass Media for the publication of the Fun Times Guide as the only bid received for publications closing November 15, 2011. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

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

Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.

- a. Sugar Bowl – January 3rd- The committee agreed not to advertise for the Sugar Bowl since it is being played by Virginia and Michigan, not a lot of fly in traffic.
- b. Photo presentation - Big 3 presented a gift of framed photos of the 2012 Campaign “Play Your Way” to Harrison County Tourism Commission.

Commissioner Hansen made the motion to approve the advertising for the BCS National Championship being held January 9, 2012 for Online/Radio Plan B advertisement for Alabama in the amount of up to \$60,000 to include advertising on major radio stations and transportation and add “Roll Tide” to the audio spot. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.

Commissioner Carter reported on the Sponsorship Committee meeting held December 12th with the following recommendation:

Commissioner Carter made the motion to approve the request to sponsor for the 26th Annual Dr. Martin Luther King, Jr. Birthday Celebration being held January 13 – 16, 2012 at the MS Coliseum & Convention Center in the amount of \$10,000. Seconded by Commissioner Montana, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.

Treasurer’s Report

Commissioner Allen reported the December 13, 2011 disbursements as follows: check disbursements for 12/13/11--\$248,087.00; total travel advance/reimbursements for November 2011 -- \$6,940.31; grand total disbursements--\$255,027.31. Commissioner Allen moved these disbursements be approved. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes

Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.

Commissioner Allen made the motion to approve the request for updates and technical support for the SAGE Fund Accounting bookkeeping system in the amount of \$7,125 at a 60% discounted rate (money within budget). Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.

Beth Carriere, executive director

Executive director report

Sales report

CONVENTION SALES:

SALES LEADS:

November 2011: 11 leads representing 3,285 attendees and 5,390 room nights

NOVEMBER DEFINITE BUSINESS: 5 leads representing 800 attendees and 1,634 room nights

	Meeting Date	Attendees	Total Blocked Rooms	Headquarter Hotel
International Association of Golf Tour Operators				
IAGTO 2012 North American Conference	6/6/2012	150	450	IP Casino Resort Spa
Mississippi Association of Governmental Purchasing & Property Agents				
2012 Annual Conference	10/27/2012	300	804	Beau Rivage Resort & Casino / MS Coast Coliseum & Convention Center
Bandit Run				
Bandit Run 2012	5/15/2012	100	40	Beau Rivage Resort & Casino
Bio Soil Enhancers				
International Conference for Sustainable Agriculture	1/17/2012	200	250	Beau Rivage Resort & Casino
International Association for Exhibitions & Events – Southeast Chapter				
IAEE SE Chapter Summer Classic 2012	8/2/2012	50	90	Beau Rivage Resort & Casino

NOVEMBER LOST BUSINESS: 6 leads representing 2,300 attendees and 4,632 room nights

	Meeting Date	Attendees	Total Blocked Rooms	Lost Reason
American Bus Association				
ABA and OMCA Operator Summit	3/28/2012	150	120	MS Gulf Coast did not make the cut. Since this was a first time meeting, they wanted to keep it more centrally located for both associations.
Roller Skating Association				
RSA Convention & Tradeshow	5/1/2012	500	1,063	Decided to hold the convention in conjunction with the International Laser Tag Association in Las Vegas, NV.

National Barbecue Association				
2013 Annual Conference	2/4/2013	250	515	Could not find hotel accommodations that could house the entire group.
Correctional Peace Officers Foundation				
PROJECT 2000 XXVI	6/13/2015	800	1,614	Group selected Jacksonville, FL.
National Association of Catastrophe Adjusters				
2013 Annual Convention and Expo	1/11/2013	100	317	The officers of NACA have decided to narrow down locations to Houston, TX and Galveston, TX.
Veterinary Cancer Society				
Annual Meeting	10/13/2015	500	1,003	They have narrowed down locations to Washington, DC / Arlington; Virginia Beach; Orlando and Detroit.

Convention Services:

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
Gulf Coast Health Educators	November 2 – 3, 2011	IP Casino	0	Pens, notepads	\$31.00	40
Mississippi Counseling Association	November 2 – 4, 2011	Beau Rivage / MCCCC	3	Name badges, pens, notepads, FTG	\$668.00	850
Lions Club of Mississippi	November 4 – 5, 2011	Courtyard Marriott – Gpt	0	Pens, notepads, FTG	\$74.00	36
Association of Louisiana Lobbyists	November 6 – 8, 2011	Beau Rivage	1	Name badges, pens, notepads	\$120.00	50
MS DEQ Air Directors	November 7 – 10, 2011	Courtyard Marriott – Gpt	0	Bags, pens, notepads, name badges	\$28.00	128
MS Gulf Coast Black Nurses	November 10 – 12, 2011	Courtyard Marriott – Gpt	0	Name badges, pens, notepads, FTG	\$57.00	22
29 th Radio Squad	November 13 – 15, 2011	Quality Inn	0	Name badges, pens, notepads, FTG	\$57.00	
NAACP – MS Chapter	November 17 – 19, 2011	Courtyard Marriott – Gpt	0	Name badges, pens, notepads	\$171.00	179

Total **\$1,206.00** **1305+**

Shows:

- Washington DC Sales Blitz - November 14 – 18, 2011
- International Association for Exhibitions and Events -December 5 – 8, 2011 - Las Vegas, NV

LEISURE TRAVEL:

Sales Leads:

November 2011: 9 leads representing 799 passengers and 2,245 room nights

November Definites: 3 definites representing 224 passengers and 574 room nights

	Tour Date	PAX	Room Nights	Property booked
MLT Vacations Inc.				
Room nights for 2011	1/1/2011 – 12/31/2011	157	472	IP Casino Resort Spa
Quest Coach formerly known as Groomes Tours, Inc.				
Mississippi Gulf Coast 2012	10/29-11/1/2012	50	75	Beau Rivage Resort & Casino
USA Tours				
Golfing Along the Gulf	2/13-17/12	17	27	Hollywood Casino Bay St. Louis

November Assists: 1assist representing 50 passengers and 75 room nights

	Tour Date	PAX	Room Nights	Assisted with...
Lancaster Tours, Inc. dba Lancaster Trailways of the Carolinas				

Mississippi Gulf Coast 2012	5/10-11/11	54	27	Tour options for the area.
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November Lost Business: 3 lost business representing 140 passengers and 445 room nights

	Tour Date	PAX	Room Nights	Reason Lost
745 th SOS				
Hurlburt Air Force Base – Hurricane Prep Request	6/30/2011	50	350	Rooms not needed – only need in case of a hurricane evacuation
Adventure Bus Charters & Tours, Inc.				
One Night Gaming Trip	8/2-3/11	40	20	Could never get a confirmation from the operator.
Lake Limo, Inc.				
MS Gulf Coast Gaming Trip	3/11-15/12	50	75	Unable to compete with low cost gaming trip companies.

Marketing report

Janice Jones, Manager, Internet/E-Marketing Manager

- Converted Google articles into PDF's for Taryn to send to commissioners, featured marketing partners, and staff
- Department monthly report
- Responded to tourism stats requests
- Submitted Simpleview correspondence – Eric Rogers regarding ads on web site, GoogleMaps testing and suggestions, test forms being received from rtk@rtrk.com
- **Articles identified – Sun Herald (1), Guidebook America**
- Updated Homepage: replaced October events with November events, removed Request for Print Proposal, replaced Airport logo with new one, edited image box to reflect Veteran's Day and requested posts of Veteran's Day pictures to Facebook, posted picture of Mayor Holloway with Marlin Miller at the Airport,
- **Unique URL's:**, /meeting-planners, /adventure, /tripinfo
- Posted press releases to media releases on web site as Taryn wrote them
- **Press releases - sent to Local/Regional media, posted to gulfoast.org media room and PressSuite:** Bill Lady release, Taryn's Rising Star award release,
- Gathered Fun Times Guides, pens and post-it note pads for South Beach Biloxi to take to New York on a travel agent sales mission. Also e-mailed our Destination DVD for them to add to their flash drive.
- Began the planning process for the media only Mardi Gras fam
- Imported readers response leads from USA 800 to prepare for our conversion study on inquiries received from Southern Living, Oprah Magazine, and America's Best Vacations. Requested two-night stay from area hotels and received rooms from the Beau Rivage, Gulf Resort Rentals, Courtyard by Marriott-Gulfport beachfront and Hollywood Casino. Received rounds of golf, spa certificates, and meals from Grand to create complete packages. Created unique URL /survey to be used for this conversion study.

Taryn Sammons, Manager, Social Media/Media Relations

- **Photos posted to Facebook during November Photo contest: 9**
- **Publications/writers communicated with:** Michael Stewart – requested to be added to FAM mail out list
- **CleanPix image requests:** DeeAnn Bilben, ATEA Journal; Kerry Atkinson, Dancel Media; Camille Barkley, Barkley Travel Service Inc; Kellie Norton, *MS Observer*; Maude Vining, *Southern Travel & Lifestyle Magazine*
- **Requests from wegoplaces.com: 4**
- **Giveaways on Facebook: 8**
- Posted daily status to Twitter and Facebook. Reviewed Google Alerts. Sent recent articles to staff & commissioners.
- Linked articles to CRM and emailed to marketing partners mentioned. Added ad values when received.

- Reviewed Facebook Insights, Hootsuite report, & Google Alerts.
- Answered local questions on tripadvisor.com.
- Created Mardi Gras FAM agenda for meetings. Created itinerary. Emailed Lisa at Palace Casino about dinner at Mignons. Emailed hotel marketing partners about rooms.

Jaffe Perniciaro, Tourist Information Specialist

- Added 9 new coupons to website, renewed 30 that were expiring end of month. 2 coupons did not renew. 5 coupon did not renew due to seasonal.
- Continued with updating and adding descriptions to listings & entertainment on website by contacting each listing and verifying information.
- Added the following NEW Businesses, Restaurants, Events, Attractions, Activities & Meeting Facilities:
- Pelican Events-MS, Flower Patch Gift Shop, Rick's Meat Hook, 3rd Canine Carnival, Casino headliner entertainment, Hurley Christmas Parade, Madrigal Christmas Show, Thou Art Gallery, Sugarplum Saturday Gulfport, 2nd Biloxi Christmas Tour of Homes, ecoGeno Bike Rentals, Fabamerica Gifts & More, BSL Valentine Dinner Show, Cat on a Hot Tin Roof, DAV Comedy Quest Fridays, Center Stage Cinderella, Oak Crest Mansion Bridal Showcase, Biloxi Blues Festival, 2nd Saturday @ the Square (Pascagoula), Inaugural Christmas Stroll in the Park, SSAC Volleyball & Women's Soccer Championship, Busted Wrench Museum & Gift Shop, Andre's Carriage Tours, BYO Brush Studio, Tony Nelson's King of Philly Steaks, SweetWater Deli & Bakery, Gulf Coast Charters, 100 Men Hall Blues Blow Out, Gospel Blues Brunch Buffet, 2nd Turkey Trot, Maison De Lu, Coastal Christmas Celebration, Bay Cottages LLC, 2nd Saturday LB Bicycle Ride
- Answered numerous tourism inquiries by telephone & email
- Completed Winter 2012 quarterly calendar – 38,000
- Worked on annual events project for Mr. Montana
- Updated all recreation, parks, community center venues & sporting venues

Linda Robinson, Administrative Research Assistant

- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society for submission
- Fulfilled requests for Fun Time Guides and attraction information
- Checked magazines and publications for write-ups and ads: Southern Gaming "Winter Wonderland"; Meeting Focus "Mississippi's Cultural Milieu" and print ad
- Assisted as Tourism Receptionist
- Updated website listings and pages
- Exported data from event survey into survey monkey: Scrapin the Coast
- Prepared and mailed letters to organizations that submitted applications for sponsorship and marketing assistance: Gulf Coast Bridge Association, Inc.; Krewe of Gemini; Highlands and Islands Association of Celtic Gathering; Dr. MLK Jr. Birthday Celebration Committee; Pass Christian Chamber of Commerce
- Submitted Big 3 jobs and ads for review and approval: Online Advertising Open Job Forms; ReachSearch Trade and Consumer Open Job Form; Cvent Open Job Forms; Open Job Forms for Broadcast Production 2012; America's Best Vacation Job Forms; O'Magazine Job Forms; Travel 50 and Beyond Job Forms; Explore Southeast & Parade Job Forms; Destination DVD Duplication 2012; Mobile Website Job Forms; 2012 Facilities & Destinations Guide – CREATIVE; Play Your Way Meetings Concept; Connect & Collaborate and Facilities & Destinations ads; Flash Drive Concept; 1/4 Page Expanded Copy for Facilities & Destinations; Trip Info Open Job Forms; O Magazine ad; Open Job Forms ACAE 2012; 2012 NTA Courier Directory; 2012 Group Travel Leader Directory; 2012 LSAE Directory; 2012 MSAE Directory; Travel 50 Proof; Trip Info Atlas ad
- Assisted Jaffe and Sharon with Sports Venue sponsorship and website listing
- Assisted with survey postcard
- Purged USA 800 ad sources for survey

Meetings Attended

- November 1 – Mardi Gras fam planning meeting; Marketing Department meeting
- November 3 – Chamber Ribbon Cutting
- November 4 – Bay St Louis FAM Tour

- November 7-9 – DMMI meeting in Tunica
- November 9 – STS Banquet – Taryn Sammons honored with Rising Star Award
- November 14 – PRAM luncheon
- November 15 – HCTC Commission Meeting
- November 16 – Airport Lighthouse Unveiling/Marlin Miller Exhibit
- November 17 – Mardi Gras planning meeting; Long Beach Mainstreet dedication; Simpleview Webinar “The Wow Factor”
- November 28 – CisionPoint media monitoring demonstration
- November 30 – YouTube video at Andre’s Carriages Tours and Fabamerica Gift Store
- Marketing Dept. Meeting – Nov. 1
- Simpleview webinar “The Wow Factor” – Nov. 17

USA 800 Ad Source Monthly

Ad Source	October	November	Totals
AAA Southern Traveler	5	11	16
America's Best Vacations	4,057	2,683	6,740
ANOTHER WEB SITE	45	40	85
Arthur Frommer Budget Travel	1		1
BANNER ADVERTISEMENT	1		1
Better Homes & Gardens	1		1
City/Regional Magazine Insert	3		3
Fall Travel Planner	2,072	1,381	3,453
Family Circle	141	59	200
FRIEND OR FAMILY MEMBER	30	26	56
Go Magazine (Air Tran Magazine)	1		1
Golf Digest	1		1
Midwest Traveler	1,112	23	1,135
Mississippi Tour Guide	14	17	31
OPRAH Magazine	1,823	265	2,088
Radio	2	3	5
Saltwater Sportsman	1	2	3
SEARCH ENGINE	112	121	233

Southern Breeze	1		1
Southern Living	115	61	176
State Referrals	3	2	5
Television or Radio Ad	26	25	51
Travel 50 & Beyond	6	43	49
TravelMeredith.com	4	4	8
Unknown/Newspaper/Magazine	90	78	168
Web	151	153	304
Where To Retire	224		224
TOTALS	10,042	4,997	15,039

TOP 10 AD SOURCES

America's Best Vacations	2,683
Fall Travel Planner	1,381
OPRAH Magazine	265
Web	153
SEARCH ENGINE	121
Unknown/Newspaper/Magazine	78
Southern Living	61
Family Circle	59
Travel 50 & Beyond	43
ANOTHER WEB SITE	40

USA 800 State/Country

STATE/COUNTRY	October	November	TOTAL
Alabama	493	257	750
Alaska	5		5
Arizona	49	25	74
Arkansas	520	207	727
California	158	79	237
Colorado	36	22	58
Connecticut	51	10	61
Delaware	8	5	13
Florida	449	265	714
Georgia	507	349	856
Hawaii	10	3	13
Idaho	14	7	21
Illinois	334	118	452
Indiana	197	58	255

Iowa	49	27	76
Kansas	232	88	320
Kentucky	192	117	309
Louisiana	753	360	1,113
Maine	17	8	25
Maryland	54	38	92
Massachusetts	49	26	75
Michigan	114	69	183
Minnesota	85	35	120
Mississippi	536	206	742
Missouri	738	93	831
Montana	7	4	11
Nebraska	19	15	34
Nevada	29	15	44
New Hampshire	16	6	22
New Jersey	107	50	157
New Mexico	11	4	15
New York	176	79	255
North Carolina	314	234	548
North Dakota	7	4	11
Ohio	186	90	276
Oklahoma	343	174	517
Oregon	24	14	38
Pennsylvania	135	84	219
Rhode Island	7	10	17
South Carolina	207	128	335
South Dakota	2	4	6
Tennessee	450	235	685
Texas	1,833	1,082	2,915
Utah	8	9	17
Vermont	6	2	8
Virginia	210	171	381
Washington	-		0
Washington DC	5	2	7
West Virginia	57	39	96
Wisconsin	106	49	155
Wyoming	4	1	5
Total States	9,919	4,977	14,896

COUNTRIES

Canada	110	9	119
Newfoundland	1		1
Puerto Rico	1	1	2
Total Countries	112	10	122

STATE/COUNTRY

Texas	1,082
Louisiana	360
Georgia	349
Florida	265

**FISCAL YEAR 2011-2012
IN-HOUSE STATE INQUIRY REPORT**

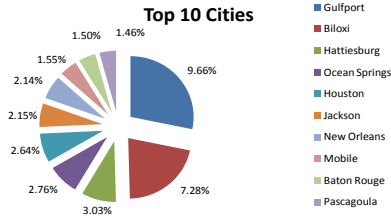
STATE	OCT										Total
Alabama	5	2									7
Arkansas	1	3									4
California	1	2									3
Colorado	2										2
Connecticut		2									2
Delaware	1										1
Florida	4	7									11
Georgia	4	6									10
Iowa	2										2
Illinois	8	9									17
Indiana	2	2									4
Kansas		1									1
Kentucky	1	1									2
Louisiana	7	10									17
Massachusetts	1	1									2
Maryland	1	3									4
Maine	2										2
Michigan	2	5									7
Minnesota	4	6									10
Missouri	4	8									12
Mississippi	17	11									28
North Carolina	6	1									7
Nebraska	1	1									2
New Hampshire		1									1
New Jersey	2	3									5
New York	2	4									6
Ohio	2	1									3
Oklahoma	1	1									2
Oregon	1										1
Pennsylvania	1	2									3
South Carolina	1										1
Tennessee	5	5									10
Texas	11	6									17
Utah	1	1									2
Virginia	1	2									3
Vermont	1										1
Washington											0
Wisconsin	6	5									11

Top 10 Search Engines

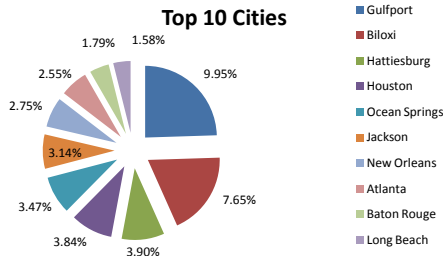
Visits 40,248 % of Site Total: 73.76%		Pages/Visit 3.93 Site Avg: 4.00 (-1.70%)	Avg. Time on Site 00:03:43 Site Avg: 00:03:51 (-3.34%)	
	Visits	Pages/Visit	Avg. Time on Site	
1.	google	31,425	3.73	00:03:26
2.	yahoo	3,232	4.64	00:04:24
3.	bing	3,230	4.72	00:05:23
4.	aol	896	4.17	00:03:55
5.	search	895	4.89	00:04:31
6.	ask	561	4.46	00:04:24
7.	msn	6	5.17	00:07:41
8.	baidu	1	1.00	00:00:00
9.	images.google	1	1.00	00:00:00
10.	mamma	1	3.00	00:00:52

Referring Sites

Visits 8,581 % of Site Total: 15.73%		Pages/Visit 4.82 Site Avg: 4.00 (20.54%)	Avg. Time on Site 00:04:55 Site Avg: 00:03:51 (27.71%)	
	Visits	Pages/Visit	Avg. Time on Site	
1.	biloxi.ms.us	3,255	6.85	00:07:05
2.	172.16.254.254	724	1.36	00:01:43
3.	mississippi.gov	541	4.03	00:03:44
4.	facebook.com	499	2.19	00:01:35
5.	keesler.af.mil	262	3.92	00:04:16
6.	search.mywebsearch.com	233	4.45	00:05:07
7.	visitmscoast.org	227	5.89	00:06:19
8.	pbiloxi.com	113	4.23	00:04:30
9.	ad.yieldmanager.com	110	1.16	00:00:05
10.	answers.yahoo.com	87	7.08	00:07:38



Visits 52,997 % of Site Total: 97.12%		Pages/Visit 4.01 Site Avg: 4.00 (0.38%)	Avg. Time on Site 00:03:52 Site Avg: 00:03:51 (0.43%)	% New Visits 69.20% Site Avg: 69.49% (-0.42%)	Bounce Rate 42.56% Site Avg: 42.85% (-0.67%)	
	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1.	Mississippi	18,321	3.35	00:03:16	56.02%	48.15%
2.	Louisiana	5,322	4.59	00:04:26	71.20%	36.96%
3.	Texas	4,777	4.05	00:04:14	71.93%	42.62%
4.	Florida	3,467	4.47	00:04:08	78.25%	37.67%
5.	Georgia	3,088	4.51	00:04:31	75.42%	38.63%
6.	Alabama	2,527	4.05	00:03:40	75.98%	40.76%
7.	New York	1,218	3.49	00:03:21	76.77%	44.99%
8.	Ohio	1,169	3.41	00:03:00	84.69%	56.63%
9.	Tennessee	1,126	4.44	00:04:09	76.29%	38.90%
10.	Illinois	1,124	5.13	00:04:47	81.41%	29.72%



Visits 52,997 % of Site Total: 97.12%		Pages/Visit 4.01 Site Avg: 4.00 (0.38%)	Avg. Time on Site 00:03:52 Site Avg: 00:03:51 (0.43%)	% New Visits 69.20% Site Avg: 69.49% (-0.42%)	Bounce Rate 42.56% Site Avg: 42.85% (-0.67%)	
	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1.	Gulfport	5,270	3.17	00:03:26	50.38%	49.28%
2.	Biloxi	3,970	2.92	00:02:43	45.89%	53.90%
3.	Hattiesburg	1,655	3.55	00:03:21	67.61%	45.98%
4.	Ocean Springs	1,504	2.79	00:02:43	55.72%	50.13%
5.	Houston	1,439	3.84	00:04:12	66.57%	46.49%
6.	Jackson	1,175	4.31	00:03:56	64.77%	39.83%
7.	New Orleans	1,167	4.34	00:04:21	72.24%	37.53%
8.	Mobile	844	3.36	00:02:41	74.76%	46.21%
9.	Baton Rouge	820	4.46	00:03:54	74.02%	38.41%
10.	Pascagoula	799	2.90	00:02:49	63.20%	53.19%

Top 10 Countries

Visits 54,568 % of Site Total: 100.00%		Pages/Visit 4.00 Site Avg: 4.00 (0.00%)	Avg. Time on Site 00:03:51 Site Avg: 00:03:51 (0.00%)	% New Visits 69.58% Site Avg: 69.49% (0.13%)	Bounce Rate (The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page). 42.85% Site Avg: 42.85% (0.00%)	
	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1.	United States	52,997	4.01	00:03:52	69.20%	42.56%
2.	Canada	394	4.62	00:04:01	80.96%	35.03%
3.	United Kingdom	170	3.16	00:03:29	73.53%	57.06%
4.	(not set)	103	3.20	00:03:13	78.64%	54.37%
5.	Germany	98	3.65	00:02:48	85.71%	54.08%
6.	India	97	3.77	00:03:52	88.66%	54.64%
7.	Italy	49	1.71	00:00:52	75.51%	77.55%
8.	Japan	37	3.27	00:02:46	78.38%	56.76%
9.	Brazil	37	3.89	00:05:25	72.97%	56.76%
10.	Philippines	29	2.07	00:01:21	86.21%	68.97%

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Top 10 Landing Pages 54,567 visits entered the site through 2,104 pages

Entrances 54,567 % of Site Total: 100.00%		Bounces The number of single-page visits resulting from this set of pages or page. Bounces 23,382 % of Site Total: 100.00%		Bounce Rate The percentage of single page visits resulting from this set of pages or page. Bounce Rate 42.85% Site Avg: 42.85% (0.00%)
	Entrances	Bounces	Bounce Rate	
1.	/ (home page www.gulfcost.org)	15,583	4,939	31.69%
2.	/events/	7,470	3,591	48.07%
3.	/casinos/	2,088	594	28.45%
4.	/coupons/	1,662	460	27.68%
5.	/attractions/	1,549	390	25.18%
6.	/visitors/transportation/airports/	1,404	653	46.51%
7.	/visitors/attractions/family-activities/	913	114	12.49%
8.	/visitors/attractions/beaches-and-harbor-activities/	869	339	39.01%
9.	/restaurants/	827	223	26.96%
10.	/visitors/hotels/rv-parks-and-campgrounds/	734	179	24.39%

15

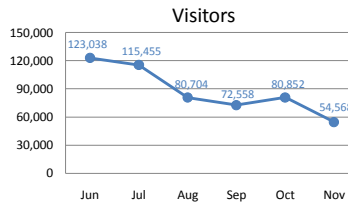
Top content 6,528 pages were viewed a total of 218,214 times

Pageviews 218,214 % of Site Total: 100.00%		Unique Pageviews The number of visits during which one or more of these pages was viewed. 167,273	Avg. Time on Page (The average amount of time visitors spent viewing this set of pages or page.) 00:01:17	Bounce Rate (The percentage of single page visits resulting from this set of pages or page.) 42.85%	
	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	
1.	/	19,672	16,414	00:01:13	31.69%
2.	/events/	17,285	11,875	00:02:09	48.07%
3.	/casinos/	9,638	5,204	00:00:52	28.45%
4.	/attractions/	7,633	5,716	00:00:43	25.18%
5.	/hotels/	7,520	4,856	00:00:51	22.73%
6.	/coupons/	6,245	4,308	00:01:06	27.68%
7.	/includes/itinerary/	4,836	4,136	00:00:23	33.33%
8.	/restaurants/	3,974	2,885	00:01:07	26.96%
9.	/visitors/attractions/beaches-and-harbor-activities/	3,039	2,403	00:01:27	39.01%
10.	/visitors/hotels/hotel-motel/	2,742	1,511	00:01:01	16.15%



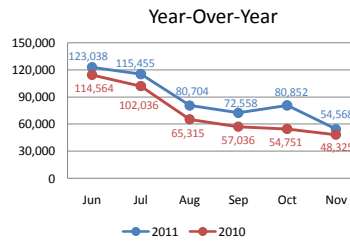
Traffic Overview:

	Jun	Jul	Aug	Sep	Oct	Nov
Visits:	123,038	115,455	80,704	72,558	80,852	54,568
Unique Visitors:	96,700	91,274	61,292	57,086	63,169	44,033
Bounce Rate:	32%	34%	38%	44%	49%	43%
Pageviews:	707,757	648,061	392,632	300,784	289,665	218,214
Avg Pageview per Visit:	5.75	5.61	4.87	4.15	3.58	4.00
Avg Time on Site:	0:05:50	0:05:45	0:04:45	0:03:59	0:03:25	0:03:51
Total Organic Search Traffic:	86,765	83,600	59,379	54,846	61,714	40,248
% of Traffic From Organic Search:	71%	72%	74%	76%	76%	74%
Entry Pages From Search:	2,340	2,323	2,185	2,013	2,166	1,721
Total Organic Keywords:	32,082	32,384	24,186	24,456	29,392	17,992



SEO Overview:

- * Visitation has increased by 13% year over year.
- * Absolute unique visitors have increased by 9% over last year.
- * Organic search traffic has increased by 34% over last November.
- * Organic search traffic to the /events page has increased by 29% over last year. It received 6,181 visits this year from search and 4,802 visits last year.
- * Search traffic to /casinos has increased by 7% over last year.



Ranking Highlights:

Keyword	Google	Bing	Yahoo
Biloxi	3	21	21
Gulfport	3	10	10
Gulfport activities	1	19	19
Gulfport airport	2	5	5
Gulfport attractions	1	5	5
Gulfport casinos	1	1	1
Gulfport convention center	1	1	1
Gulfport event calendar	1	1	1
Gulfport resorts	6	30	30
Gulfport tourism	1	1	1
Gulfport vacation	1	36	36
Mississippi Gulf Coast	1	1	1
Mississippi Gulf Coast beaches	1	1	1
Mississippi Gulf Coast casinos	1	1	1
Mississippi Gulf Coast entertainment	1	1	1
Mississippi Gulf Coast event calendar	1	1	1
Mississippi Gulf Coast fishing	1	1	1
Mississippi Gulf Coast hotels	1	1	1
Mississippi Gulf Coast map	2	6	6
Mississippi Gulf Coast meeting RFP	1	1	1
Mississippi Gulf Coast packages	1	1	1
Mississippi Gulf Coast restaurants	1	1	1
Mississippi Gulf Coast vacation	1	1	1
things to do in Mississippi Gulf Coast	1	3	3

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

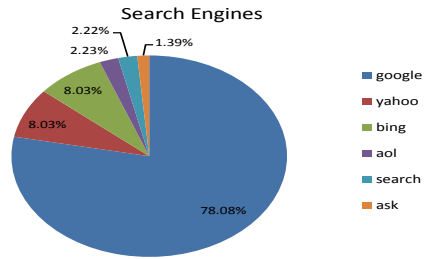
Organic Traffic:

Organic Traffic		% of Total Site Traffic	
Visits	40,248	73.76%	

Organic Engagement compared to Site Engagement		
Pageviews Per Visit	3.93	-1.70%
Avg. Time on Site	0:03:43	-3.34%
New Visits	67.80%	-2.44%
Bounce Rate	41.74%	-2.59%

Search Engine	Visits	Percent
google	31,425	78.08%
yahoo	3,232	8.03%
bing	3,230	8.03%
aol	896	2.23%
search	895	2.22%
ask	561	1.39%

Exact Keyword	Visits	Percent
mississippi gulf coast	841	2.09%
gulfport ms	481	1.20%
biloxi ms	479	1.19%
gulf coast	440	1.09%
gobblepalooza gulfport ms	276	0.69%
gulfport mississippi	270	0.67%
biloxi	214	0.53%
ms gulf coast	204	0.51%
gulfcoast.org	202	0.50%
biloxi mississippi	201	0.50%



Landing Page	Visits	Percent
/	10,073	25.03%
/events/	6,181	15.36%
/casinos/	1,789	4.44%
/coupons/	1,354	3.36%
/visitors/transportation/airports/	1,221	3.03%
/visitors/attractions/beaches-and-harbor-activities/	811	2.02%
/restaurants/	725	1.80%
/visitors/hotels/rv-parks-and-campgrounds/	652	1.62%
/attractions/	636	1.58%
/visitors/shopping/shopping-centers/	576	1.43%

Bill Holmes, MCCCC – Absent & Excused

Executive Session – None

Reminders

1. MS Hospitality & Rest Assn, Gulf Coast Chapter meeting – Tuesday, December 13th – Oak Crest Manor, Pass Christian – 5:30 pm – 8pm
2. Sponsorship Committee meeting – Tuesday, December 20th @ 2pm – Commissioners Carter; Creel; Hansen; Burkholder
3. Office Closed – Christmas Holiday – Friday, December 23rd and Monday, December 26th
4. Office Closed – New Year’s Holiday – Friday, December 30th & Monday, January 2nd
5. MTA Luncheon – Jackson, MS – Wednesday, January 4th
6. Council of Government – Wednesday, January 11th – 5pm – 7pm
7. Legislative Reception – Tuesday, January 17th – 5pm – 8pm – Jackson, MS
8. HCTC meeting – Tuesday, January 24th @ 1:30pm
9. Business After Hours – Thursday, January 26th -

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin-Burkholder	Voted -----	Yes
Commissioner Montana	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 December 13, 2011.