

**HARRISON COUNTY TOURISM COMMISSION
MINUTES
FEBRUARY 7, 2008**

The Harrison County Tourism Commission met Thursday, February 7, 2008 at 1:30 p.m., at its office located at 11975 Seaway Road, Gulfport, MS.

Commissioners Present: Beverly Martin, president; George Watson, vice president; Drew Allen, treasurer; Ken Montana, secretary; Nicky Creel; Judge Danny Guice; Gary Ponthieux

Commissioners absent: Rip Daniels

HCTC Staff Members Present: Crystal Johnson, director, sales; Nicole Learson, director, marketing; Janice Jones, manager, public relations; Traci Dauro, manager, policy.

Others Present: Hugh Keating, legal counsel; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, vice president, MS Hotel & Lodging Assn; Tom Snell, MS Gulf Coast Golf Ass; Laura Hasty, The Ad Group; Bill Holmes, Ms Coast Coliseum & Convention Center

President Martin called the meeting to order.

Commissioner Watson moved to accept the agenda as presented; seconded by Commissioner Creel, the president called the question, with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Absent
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 7, 2008.

Public Agenda

Linda Hornsby, MS Hotel & Lodging Assn, reported on the December occupancy. Ernest & Young sent out an article concerning Tourism, a lot of feed back on the article. Also, booking are picking up for this month & March.

Bob Bennett, Edgewater Inn, reported December was a very bad month. Since Mardi Gras was early this year, his hotel bookings have picked up. Also discussed a 2% food & beverage tax.

Bill Holmes, MS Coast Coliseum & Convention Center reported the following:

- Events at the center: Monster Jam; Coronation Ball; Kidd Rock; Keith Urban & Carrie Underwood; Disney's Playhouse; Smack down WWE Live; Garden Show.
- If the Commissioner and the Food & Beverage Association are discussing proposing a 2% tax increase, the Coliseum Commission would back the proposal only if it entailed specific uses for the tax.
- Tradeshow: Travel South; Governor's Conference is scheduled for June 2009.
- The Coliseum Commission is looking into the possibility of an additional \$15 million from the Community Development Block Grant.
- Looking to the future possibly 5 – 10 years, a new center may need to be build. Something closer to the interstate area, with a 14,000 seat arena.

<i>Beverly Martin</i> <i>President</i>	<i>George Watson</i> <i>Vice President</i>	<i>Drew Allen</i> <i>Treasurer</i>	<i>Kenneth Montana</i> <i>Secretary</i>
<i>Nicky Creel</i> <i>Commissioner</i>	<i>Rip Daniels</i> <i>Commissioner</i>	<i>Judge Danny Guice</i> <i>Commissioner</i>	<i>Gary Ponthieux</i> <i>Commissioner</i>
			<i>Hugh Keating</i> <i>Legal Counsel</i>

Laura Hasty, the Ad Group, reminded the Commissioner of the February 19th Airport Grand Opening at 4:30PM. Also, please invoice the Ad Group for the Chicago and Columbus ads.

Tom Snell, MS Gulf Coast Golf Assn. golf report enclosed. The Association is very excited about working more closely with the Tourism Commission.

Commissioner Montana will set up a Technology Committee meeting to discuss adding links for different associations.

Treasurer's Report

Commissioner Allen reported the February 7, 2008, disbursements as follows: check disbursements for 02/07/08--\$35,405.24; total travel advance/reimbursements for January 2008 -- \$3,750.87; grand total disbursements--\$39,156.11. Commissioner Allen moved these disbursements be approved. Seconded by Commissioner Watson, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Absent
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 7, 2008.

Commissioner Allen reported the revenue from World Choice Travel online reservation system for January 2008 in the amount of \$869.02 and a total from October 2007, \$3,007.51.

Old Business

Nicole Learson reported that the Zimmerman Agency should have a mock layout for the Commission to view for the rack brochures in the next two weeks. Also, reported that the Mardi Gras fam was a success. Chicago Sun Times already had a story out about the experience.

New Business

Island View Casino is requesting the Harrison County Tourism Commission to support a southern expansion and opposing a western expansion of the Mississippi State Port Authority at Gulfport. Failed due to lack of a Motion.

Executive Session - None

Legal Counsel Report – Hugh Keating

Four invoices from Zimmerman should be considered part of the monthly retainer fee. Will have recommendation at a later time.

Commissioner Watson made the motion to approve the proposed legislation for an Interlocal agreement with Gulfport-Biloxi Airport Authority. Seconded by Commissioner Montana, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Absent
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 7, 2008.

Commissioner Montana made the motion acknowledging the delivery date change from February 29, 2008 until April 11, 2008 for the Destination Planner with Compass Marketing due to failure to meet deadlines for the publication. Seconded by Commissioner Allen, the president called the question, with the following results;

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Absent
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 7, 2008.

Commissioner Allen made the motion to approve the agreement with "Meet the Press" entertainment performers for the Travel South Fun Fest being held March 2, 2008. Seconded by Commissioner Ponthieux, the president called the question with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Absent
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 7, 2008.

Commissioner Allen made the motion authorizing the Commission President to execute the MS Development Authority, Grant Restoration for the Community Development Block Grant. Seconded by Commissioner Montana, the president called the question, with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Absent
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 7, 2008.

HCTC Reports

Commissioner Guice briefed the Commission on the Review Committee meeting held January 24th with the following recommendations:

Commissioner Allen made the motion to approve the following:

Applications for Renewal/Approval

<u>Organization</u>	<u>Amount Requested</u>
Gulf Coast Garden & Patio Show	\$4,415.91
Lynn Meadows Discovery Center	\$8,943.50

Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Absent
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 7, 2008.

Commissioner Allen made the motion to approve the following:

Final Report

<u>Organization</u>	<u>Amount Requested</u>	<u>Amount Approved</u>
Gulf Coast Bridge Assn.	\$280.00	\$210.45

MS Gulf Coast 2007 Sectional Bridge Tournament

Seconded by Commissioner Montana, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Absent
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 7, 2008.

Commissioner Watson reported on the Personnel Committee meeting held January 28th & February 6th. The Committee has narrowed the candidates to seven, and will start interview soon.

Commissioner Martin reported on the Advertising Committee meeting held February 1st with the following recommendations:

Commissioner Montana made the motion to approve the advertisement in the Northwest Airlines World Travelers magazine, Spotlight on Mississippi for a 4 color full page in the amount of \$7,957. Seconded by Commissioner Allen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Absent
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 7, 2008.

Commissioner Ponthieux made the motion approving the revised Feb/March advertising placement to include the following:

ACAE Directory – FP/ 4C; American Best Vacations – FP/ 4C; Meeting News – FP/4C; Meetings & Conventions FP/4C; Meeting South - FP/4C; MSAE Directory - FP/4C; NTA Courier - FP/4C; Successful Meetings - FP/4C in the amount of \$60,001.50.

Seconded by Commissioner Montana, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Absent
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 7, 2008.

The Committee discussed the following items:

- a. additional photography – use what is in stock
- b. Sports events ad concept – hold until fall
- c. Destination Planner – change gaming shot on cover, use sail boat with mast in close; Opening editorial – more images; Casino section – make 2 pages
- d. South Coast Membership – after receiving more information, the Committee decided to not renew our membership.
- e. Set standing Ad Committee meetings the Thursday before every Commission meeting.

Marketing Report—Nicole Learson, director, Marketing

- Finished latest Gulf Coast “Visitor Information” for website and for printed collateral forwarded to staff. Les to add updated PDF file to website.
- Continued with updating and adding descriptions to listings on website by contacting each listing and verifying information.
- Continued Cleaning up D3000 – adding correct accounts, contact information
- Finished work on Calendar of Events on website and for February printing.
- Added 18 new coupons to website and renewed 5 that were expiring end of December
- Started Cleaning up D3000 – adding correct accounts, contact info etc.
- Mailed 216 inquiry packets, including 1 to Canada and 1 to Puerto Rico

Advertising

- Forwarded to Zimmerman all advertising offers received this month
- January and February Skybus Air Service Ad
- January and February Chicago Air Service Ad
- Continue SEOM through Google, Yahoo and MSN

Media Relations

- 5 thank you letters mailed out to writers/editors for positive articles about the Mississippi Gulf Coast
- 14 volunteer letters mailed
- Reviewed editorial for the Destination Planning Guide to Compass Marketing and selected the cover
- Jacque Day, Chicago Field Museum, requested contacts for pre-Camille images for an upcoming exhibit “Nature Unleashed.”
- Naomi Lindt, Budget Travel Magazine, e-mailed questions for a story.
- Fred Gebhart, Meeting News, interviewed me about current meeting space and meeting space that is under construction
- Summar Ghias, Budget Travel Magazine, fact check of story on Biloxi’s recovery
- Lauren Simpson, Southern Living Travel, requested a proofread of Stroll & Shop on the Bay
- Helen Anders, Austin American Statesman. I followed up on possible story on Gulf Coast tourism. She wrote a regional casino article September 2007.
- Stephanie Corbin, Tradeshow Week/Reed Business Information, requested casino exterior images and interview me for an upcoming issue regarding the recovery of the Casino industry in Biloxi.
- Hunter Slaton, Meetings & Conventions Magazine, requested an interview regarding the record casino earnings for 2007. I did the interview.
- Lynn Lofton, Mississippi Business Journal, interviewed me regarding the economic impact of Mardi Gras because of the shortened season this year.
- Amy Goley, Clarion-Ledger, requested assistance in getting an advertorial notice to marketing partners for Hometown Tourist and setting a meeting place/caterer.

The following releases were issued in December:

- January Coast Tourism Works (CTW)

The following were results of media contact:

- Hannah Karp, The Wall Street Journal, Leaving Las Vegas, November 9, 2007
 - Peyton Posey, Convention South, Mississippi Gulf Coast Rebuilding Moves Area into National Market, December 2007.
 - Successful Meetings, Meeting sites Biloxi & Mississippi Gulf Coast
2. Crystal Johnson, Director, Sales
MDA – Division of Tourism has requested paying a portion of the carpeting for Travel South at the Coliseum, have enough money budgeted already for this.
Crystal introduced Jessica Marshall to the Commissioners. Ms. Marshall is the new Administrative Assistant to the Sales department.
 3. Executive Director Report – Beverly Martin
 - A. Computer updates – Les Shelton
 - B. Technology Committee changes - Kenneth Montana chair and adding Gary Ponthieux to serve.
 - C. New York trip, February 22nd is the deadline for appointments, and possibly Rick Carter is going with HC Development Commission.
 4. Reminders:
 1. Personnel Committee meeting – Friday, February 8th @ 3:00 pm –Commissioners Watson, Martin, Montana, Ponthieux
 2. Biloxi Bay Chamber – State of the City of Biloxi Luncheon – Monday, Feb 11th @ 11:00 – Beau Rivage Magnolia Room
 3. Advertising Committee meeting – Thursday, Feb 14th @ 1:00 pm – Commissioners Daniels, Martin, Montana, Ponthieux
 4. Check signing – Monday, February 18th – Commissioners Allen, Watson
 5. HCTC meeting – Tuesday, February 19th @ 1:30 pm
 6. Advertising Committee meeting – Thursday, Feb 28th @ 1:00 pm – Commissioners Daniels, Martin, Montana, Ponthieux
 7. Travel South Showcase – March 1st – 5th
 8. Check signing – Wednesday, March 5th – Commissioners Allen, Watson
 9. HCTC meeting – Thursday, March 6th @ 1:30 pm
 5. Staff Travel
 1. Feb 11th – 13th – SunCoast Travel Ind. Assn – Clearwater, FL - Moore
 2. Feb 17th – 19th - MS Tourism Association – Governor’s Conf on Tourism – Jackson, MS – Rand & Learson

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

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Absent
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 7, 2008.

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
FEBRUARY 19, 2008**

The Harrison County Tourism Commission met Tuesday, February 19, 2008 at 1:30 p.m., at its office located at 11975 Seaway Road, Gulfport, MS.

Commissioners Present: Beverly Martin, president; George Watson, vice president; Drew Allen, treasurer; Kenneth Montana, secretary; Nicky Creel; Rip Daniels; Gary Ponthieux

Commissioners absent: Judge Danny Guice

HCTC Staff Members Present: Crystal Johnson, director, sales; Traci Dauro, manager, policy.

Others Present: Hugh Keating, legal counsel; David Lee, Joel Carter, MS Gulf Coast Golf Assn; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, Edgewater Inn; Jim Pitts, Gulfport-Biloxi Airport Authority; Bill Holmes, MS Coast Coliseum & Convention Center; Nick Gaffney, Suburban Extended Stay Hotel

President Martin called the meeting to order.

Commissioner Creel moved to accept the agenda as presented; seconded by Commissioner Watson, the president called the question, with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Absent
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 19, 2008.

Public Agenda – Guests

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

- FEMA is trying to move people out of the contaminated trailers and into hotel room for extended periods of time. The Assn does not want to block their inventory for extended stays, to much wear and tear on inventory and FEMA does not pay taxes. This would also reduce the inventory for tourist visiting the area.

Bob Bennett, Edgewater Inn, discussed insurance reform, stating one insurance company spent 4.8 million in 2007 lobbying Congress and other federal officials.

Bill Holmes, MS Coast Coliseum & Convention Center, reported the following:

- FEMA has been in discussing housing first responders, and emergency personnel in the back parking lot of the center in cases of a natural disaster.
- Events at the center: Kid Rock; Travel South; Garden Show; Dept. of Education; Merchants Food Show; Boat Show; Disney on Ice; Crawfish Festival
- The old Holiday Inn property will be used for additional parking with possible shuttles for events.
- National Governors Assn and MS Municipal League will overlap in bookings, Yates Construction will make available 30,000 sq ft to house NGA.

Jim Pitts, Gulfport-Biloxi Airport Authority, reminded the Commission of the ribbon cutting this afternoon at the Airport. The luncheon hosted by the Airport and HCTC for Sun Coast Travel Industry Assn went very well. Skybus will reveal the new airplane wrap February 21st in Columbus, several

members from the Airport will be in attendance. Chicago flight schedule is not doing well, the numbers have gone down and they are considering dropping some flights, need to advertise this flight more.

David Lee, MS Gulf Coast Golf Assn. reported that Tom Snell was very delighted with the progress from the February 7, 2008 Commission meeting. The Golf Tour Guide won an award from the MS Tourism Assn for this year.

Minutes

Commissioner Ponthieux made a motion to accept the minutes from the January 7, 2008 meeting as presented. Seconded by Commissioner Creel, the president called the question, with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Absent
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 19, 2008.

Commissioner Ponthieux made a motion to accept the minutes from the January 23, 2008 meeting as presented. Seconded by Commissioner Creel, the president called the question, with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Absent
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 19, 2008.

Treasurer's Report

Commissioner Allen reported the February 19, 2008, disbursements as follows: check disbursements for 02/19/08--\$227,328.21; grand total disbursements--\$227,328.21. Commissioner Ponthieux moved these disbursements be approved. Seconded by Commissioner Allen, the president called the question, with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Absent
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 19, 2008.

Commissioner Allen presented the January 31, 2008, financial statements, reporting total assets of \$3,710,894.37; total liabilities \$101,457.84; total fund balance \$3,690,436.53; total liabilities & fund balance \$3,710,894.37; current revenue \$196,549.76; current expenditures \$202,850.95; for a net loss of \$6,301.19-. Commissioner Allen moved these financial statements be approved. Seconded by Commissioner Watson, the president called the question with the following results:

Commissioner Allen	Voted ----	Yes
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Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 19, 2008.

Old Business

Commissioner Allen made the motion approving Bates Storage to destroy old inventory housed at the facility in the amount of \$360. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 19, 2008.

New Business

Madam President discussed House Bill 1006 and House Bill 1196 with the Commission.

Executive Session - None

Legal Counsel Report

Mr. Keating reported on the following items:

- Zimmerman invoices for Ztrac, the telephone online tracking system for different advertising campaigns. An Additional contract was signed for this service, everything seems to be in order for payment.

Commissioner Allen made the motion approving the payment of invoices present by the Zimmerman Agency for Ztrac. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 19, 2008.

- Information only on the proposed Interlocal Legislation for different agencies throughout the State. The Commission should present any interlocal legislation to the Harrison County Board of Supervisors for support. Possibly next year proposing legislation between the Commission and the Airport Authority.

HCTC Reports

Commissioner Daniels briefed the Commission on the Advertising Committee meeting held February 1st with the following recommendations:

Commissioner Daniels made the motion to approve the advertisement in the Gambit Weekly's Travel & Getaway Issue for a full page, 4 color ad, also included an online weekend getaway package in the amount of \$1,235. Seconded by Commissioner Montana, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 19, 2008.

Commissioner Daniels made the motion to acknowledge and accept the report from the Advertising Committee as follows.

1. 91.3 WHIL radio – more information needed.
2. SkyBus in-flight magazine – no charge for ad, will use the same ad as Northwest
3. 2008 Biloxi-Ocean Springs phone directory - \$4,716 value at no charge, just send updates. – Nicole will secure the confirmation letter to this effect.
4. Calendar – Mr. Montana & Nicole is working on a notebook for the Committee, should be ready soon.
5. Zimmerman should have the layout for radio advertising by next committee meeting.
6. Nicole and Zimmerman need to have at least twice a week updates.
7. Zimmerman contract – wait until the new director is hired and then take what ever necessary action.

Seconded by Commissioner Montana, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 19, 2008.

Crystal Johnson, Director, Sales

- o Sales leads: 12 leads representing 2,560 attendees and 2,308 room nights
- o Bookings: 5 bookings representing 1,720 attendees and 3,886 room nights
- o Lost Business: 6 representing 827 attendees and 3,799 room nights
- o Site visits: 1/3/08 – Travel South Showcase
- o Client meetings: 1/11/08 – National Assn of County Veteran Service Officers; 1/25/08 – Southern Risk & Insurance Assn

Convention Services:

- o 5 groups assisted: Children of the Confederacy of MS; Gulf Coast Coaching Clinic; Habitat for Humanity; MS Development Authority; Secondliners Mardi Gras Club

Leisure Travel:

- o Client contacts: 148 phone calls/emails/show contacts
- o Tour leads: 1 presenting 50 attendees/100 room nights
- o Bookings: 2 lead representing 100 attendees and 200 room nights

Tradeshows/Fams trips: 1/9 -11/08 – Casino Direct Air; 1/15 – 21/08 – United Motorcoach Assn

Executive Director Report – Beverly Martin

Executive Director candidates - set up interviews for next week.

Reminders:

10. Events Committee meeting – Thursday, February 21st @ 1:00 pm – Commissioners Montana, Daniels, Ponthieux, Watson
11. Personnel Committee meeting – Friday, February 22nd @ 10:00 am – Commissioners Watson, Martin, Montana, Ponthieux
12. Personnel Committee meeting – Monday, Feb, 25th @ 1:00 pm – Commissioners Watson, Martin, Montana, Ponthieux
13. Personnel Committee meeting – Tuesday, Feb 26th @ 9:00 am - Commissioners Watson, Martin, Montana, Ponthieux
14. Advertising Committee meeting – Thursday, Feb 28th @ 1:00 pm – Commissioners Daniels, Martin, Montana, Ponthieux
15. Travel South Showcase – March 1st – 5th
16. Check signing – Wednesday, March 5th – Commissioners Allen, Watson
17. HCTC meeting – Thursday, March 6th @ 1:30 pm
18. Advertising Committee meeting – Thursday, March 13th @ 1:00 pm – Commissioners Daniels, Martin, Montana, Ponthieux
19. Check signing – Monday, March 17th – Commissioners Allen, Watson
20. HCTC meeting – Tuesday, March 18th @ 1:30 pm

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

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 19, 2008.