

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
JANUARY 18, 2011**

The Harrison County Tourism Commission met Tuesday, January 18, 2011 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

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

Commissioners absent: Beverly Martin, secretary

HCTC Staff Members Present: Richard Forester, executive director; Crystal Johnson, director, sales; Traci Dauro, executive assistant; Janice Jones, marketing department

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Ted Riemann, Andy Hurt, and Meredith Chase, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Marty Sutherland, Compass Marketing; Beau Blalock, MS Hospitality & Rest Assn; Kristi Bennett, Airport Authority; Kenny Glavan, Four Points Sheraton; Kevin Drum, MS Golf Association; Dee Dee May, Ramada Inn, Airport

Commissioner Montana called the meeting to order.

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Absent & Excused
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 January 18, 2011.

Public

Linda Hornsby, MS Hotel & Lodging Assn, reported on the November room occupancy report. The State's campaign for the \$100 credit card promotion is going very well, and has been extended until April 2011.

Kristi Bennett, Airport Authority, reported Vision Air will be opening seats to the general public. Possibly a new air service announcement next week.

Minutes

Commissioner Lucas made the motion to approve the amendments for revisions of the October 19, 2010 minutes for pages 5 & 6 as indicated. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Abstain
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>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 Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Absent & Excused
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 January 18, 2011.

Commissioner Carter made a motion to accept the minutes from the November 9, 2010 meeting as presented. 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 -----	Absent & Excused
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 January 18, 2011.

Treasurer's Report

Commissioner Allen reported the January 18, 2011, disbursements as follows: check disbursements for 01/18/11--\$141,955.97; total travel advance/reimbursements for December 2010 -- \$2,291.45; grand total disbursements--\$144,247.42. 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 Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Absent & Excused
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 January 18, 2011.

Commissioner Allen presented the October 31, 2010, financial statements, reporting total assets of \$2,882,074.91; total liabilities \$100,620.98; total fund balance \$2,781,453.93; total liabilities & fund balance \$2,882,074.91; current revenue \$240,572.90; current expenditures \$181,750.16; for a net income of \$58,822.74. Commissioner Allen moved these financial statements be approved. Seconded by Commissioner Hansen, the president called the question with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Absent & Excused
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 January 18, 2011.

Commissioner Allen presented the November 30, 2010, financial statements, reporting total assets of \$2,884,684.50; total liabilities \$100,620.98; total fund balance \$2,784,063.52; total liabilities & fund balance \$2,884,684.50; current revenue \$218,648.60; current expenditures \$216,039.01; for a net income of \$2,609.59. Commissioner Allen moved these financial statements be approved. Seconded by Commissioner Hansen, the president called the question with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Absent & Excused
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 January 18, 2011.

Commissioner Allen reported on the World Choice Travel revenue for December 2010 in the amount of \$154.96 for a year to date total of \$730.67.

Commissioner Allen reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for January 2011 – actual 3% collection was \$238,761.28 with HCTC’s 2.25% share being \$179,070.96 for a 26.32% change in total collection, and total income of 13.17% year to year changes, reflecting just this month’s collections.

Old Business - None

New Business

Received a letter from the MS Sports Commission requesting the Harrison County Tourism Commission appoint a member to sit on the Sports Commission.

Commissioner Allen made the motion to approve the appointment of Danny Hansen to represent the Harrison County Tourism Commission on the Sports Foundation Board of Directors. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Absent & Excused
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 January 18, 2011.

Legal Counsel Report

Mr. Keating briefed the Commission on discussion he has had with the executive director and staff.

HCTC Reports

Commissioner Daniels reported on the Advertising Committee meeting held in January 2011 with the following recommendations:

Big Three presented the following to the Commission for approval:

- Goals
 - Promote more business from primary drive markets, secondary fly markets and vertical markets
 - Continue to build and utilize our database
 - Increase community awareness on the importance of the tourism industry
 - Increase leads and traffic to website
- Strategy/Tactics
 - Work with marketing partners and media outlets to develop a co-op advertising program
 - Maintain or increase investments in the media that have a proven record
 - Develop multimedia campaigns with more online presence
- Budget
 - Total budget - \$2,008,650.00
 - Rack brochure budget - \$25,000.00
 - Target Demographic: Primary Adults 50+, House Hold Income - \$75,000; Secondary – Adults 35+
- Markets
 - Primary Drive Markets:
 - Baton Rouge
 - New Orleans/Northshore
 - Hattiesburg/Laurel
 - Meridian
 - Jackson
 - Mobile/Pensacola
 - Dothan/Panama City
 - Secondary Fly Markets:
 - Houston
 - Tampa/St. Pete
 - Atlanta
 - Vertical Markets:
 - Golf
 - Fishing
 - Meeting Planners
- Consumer Advertising Budget:
 - Total Budget - \$547,655.85
 - Print - \$342,655.85
 - Publications: Newspaper – American’s Best Vacations; Compass Spring & Fall Travel Planner; Explore the Southeast
 - Magazines: O Magazine; Southern Living; Family Circle; Better Homes & Gardens; Travel 50 & Beyond
 - Online - \$205,000.00
 - Development of a more effective mobile website with capabilities to possibly generate revenue in the future.
 - Rich media online co-op campaign customized for the MS Gulf Coast and marketing partners
 - Print - \$93,182.17
 - State wide directories and trade publications geared towards convention sales and group travel
 - Connect & Collaborate; Facilities & Destinations; Meeting South; Convention South; Group Travel Leader; Leisure Group Travel
 - Online Advertising - \$81,217.64

- Tripinfo.com; CVENT; IAEE; ASAE
- Sports Marketing Consumer - \$133,231.71/ Trade - \$18,647.06
 - Golf Digest; Saltwater Sportsman; Co-op opportunity highlighting our golf courses; Highlight MS Gulf Resort Classic
 - Placement in sporting event planning publications with yearlong online presence
- TV/Radio - \$900,015.57
 - Develop co-op opportunities to increase presence in target markets and generate revenue for coast businesses
 - Work hand-in-hand with marketing partners to develop a program that is beneficial to the coast and all participants
 - Combine with co-op online advertising campaigns
- Production - \$115,000.00
 - Still Photography - \$45,000.00
 - TV Spot - \$50,000.00
 - Radio Spot - \$10,000.00
 - Additional DVD footage - \$10,000.00
- Collateral Budget - \$45,000.00
- Agency Hours/Expenses - \$75,000.00

Commissioner Allen made the motion to approve the Advertising/Marketing plan presented by the Big Three in the amount of \$2,008,650.00 as presented. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Absent & Excused
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 January 18, 2011.

The Big Three also discussed the possibility of acquiring the website domain for “visitmscoast.org” after the State Tourism office releases it.

Commissioner Daniels made the motion approving the Big Three look into domain rights for the “visitmscoast.org” for future use by the Harrison County Tourism Commission. 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 -----	Absent & Excused
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 January 18, 2011.

Mr. Forester reported on the Convention Development & Travel, with the following recommendations:

Commissioner Allen made the motion to approve the request to attend the International Association for Exhibits and Exhibitions, Expo! Expo! 2011 being held December 5 – 8, 2011 in Las Vegas, NV at an estimated cost of \$4,640 (with co-op it will be \$2,765) for Linda Stewart. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Absent & Excused
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 January 18, 2011.

Commissioner Daniels made the motion to approve the request to attend for the Meeting Professional International Dallas/Fort Worth Chapter, Supplier Showcase 2011 being held in Irving, TX on February 23 – 25, 2011 at an estimated cost of \$2,250 for Linda Stewart (and maybe Crystal Johnson). 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 -----	Absent & Excused
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 January 18, 2011.

Mr. Forester requested the Southeast Tourism Society, Spring Meeting be held over until further information from Commissioner Martin can be obtained. Commissioner Martin has been asked to be a speaker for one of the panel discussions.

Southeast Tourism Society – Spring Meeting 2011 - SanDestin, FL - March 27 – 30, 2011 - Estimated cost: \$1,250 - Richard Forester

Bill Holmes requested information from the Commission on which type of awning they would like for the outside entrance to the offices. Commissioners Guice, Hansen and Rizzardi will meet with Mr. Holmes after the meeting.

Crystal Johnson

Sales report

SALES LEADS:

November 2010: 13 leads representing 2,770 attendees and 4,294 room nights

December 2010: 4 leads representing 770 attendees and 670 room nights

NOVEMBER DEFINITE BUSINESS: 2 leads representing 320 attendees and 335 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
National Council of Negro Women – Gulfport Section				

2011 State Conference	4/15/2011	200	150	Courtyard Marriott – Gulfport
USS Steret Association				
2011 Annual Reunion	5/19/2011	120	185	Isle Casino Hotel

DECEMBER DEFINITE BUSINESS: 4 leads representing 200 attendees and 450 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
871 st AC&W Squadron, Villatobas, Spain				
2011 Annual Reunion	4/7/2011	40	75	Isle Casino Hotel
USS Saufley				
2011 Reunion	4/3/2011	50	100	Isle Casino Hotel
American Jail Association				
2011 Jail Construction and Transition Meeting	7/24/2011	50	65	Hilton Garden Inn Gulfport
Oklahoma State University (FROM 2009 MEETING PLANNER FAM)				
International Fire Service Accreditation Congress 2011 Fall Board Meeting	9/21/2011	60	210	IP Casino Hotel

Convention Services:

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
Mississippi School Nutrition Association	November 2 – 7, 2010	Beau Rivage / MCCCC	0	Notepads, pens	\$115.00	525
Vibrios in the Environment	November 6 – 12, 2010	Beau Rivage	1	Brochures,		575
Mississippi Contract Procurement	November 7 – 9, 2010	IP Casino	0	Name Badges, bags	\$120.00	68
Mississippi Gulf Coast Black Nurses Association	November 11 – 13, 2010	Courtyard Marriott – Gpt	0	Name badges, bags	\$83.00	25
Mississippi Department of Health	November 13 – 17, 2010	Beau Rivage	0	Bags, notepads, pens	\$144.00	535

Total \$2067.00 5062+

Tradeshows / Travel:

International Association of Exhibits and Exhibitions – Expo! Expo! - December 7-8, 2010 - New Orleans, LA

Mississippi Society of Association Executives Holiday Reception and Sales Calls - December 15 – 16, 2010 - Jackson, MS

Site Visits:

December 10, 2010: Mississippi Association of Governmental Purchasing Agents – 2012 Conference

NOVEMBER LOST BUSINESS: 10 leads representing 4,205 attendees and 6,007 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Lost Reason
Louisiana Campground Owners Association				
2011 Annual Convention	3/14/2011	55	20	Going to Hollywood Casino – BSL – will also utilize the onsite campground.
Mississippi Veterinary Medical Association				
2012 Summer Meeting	6/21/2012	250	325	Board members still not willing to go to a casino property. Will continue to hold the meeting along the AL Gulf Coast.
Southern Partners Fund				
2010 Meeting	11/18/2010	50	75	Meeting planner would not return phone calls, meeting date passed, turned to lost.
Biloxi Ocean Springs Association of Realtors				
2010 Christmas Party	12/2/2010	125	0	No one submitted bids. Group holding party at St. Martin Community Center.
AMR Management Services				
Nursing Organization Alliance, Inc. Fall Summit	11/13/2013	250	457	Host requirements too high and room to space ratio was too high. CVB unable to provide sponsorship dollars.
ASME International Gas Turbine Institute				
2015 ASME Turbo Expo	6/15/2015	2,700	4,025	Was required to have local members support/work on the meeting. No local members in the area.
Federal Emergency Management Association				
Long Term Recovery Conference	3/14/2011	200	300	Group going to Orlando, FL for the LTR Conference.
Municipal Court Clerks				
2011 Annual Conference	6/26/2011	100	180	Group going to Hollywood Casino, BSL
Southeastern Museums Conference				
2012 Annual Meeting	10/1/2012	400	415	Looking at Colonial Williamsburg. They have more members in that area.
Southern Association of Student Employment Administrators				
2012 Annual Conference	5/5/2012	75	210	Group going to Nashville in 2012. They are holding the 2013 in New Orleans and didn't want to have back to back years in the same area.

DECEMBER LOST BUSINESS: 5 leads representing 890 attendees and 1,990 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Lost Reason
Alabama Council of Association Executives				
2011 Annual Convention	10/4/2011	100	220	Group will be meeting at SanDestin Hilton in Florida
Old Antarctic Explorers Association				
National Reunion	11/3/2014	300	650	The 2014 Reunion will be held in Norfolk, VA
Urban Expositions				
Souvenir Trade Show	10/13/2011	300	900	Client is going to keep tradeshow in Florida and Texas. May combine shows in 2013 and would consider the MS Gulf Coast.
Voluntary Organizations Active in Disasters (VOAD)				
Tri State VOAD Conference	3/25/2011	150	150	Group has decided on another venue.
U.S. Department of Agriculture – Jackson				
2011 Training Meeting	1/25/2011	40	70	Meeting cancelled at this time. May reschedule at a later time.

Sports Marketing:

Client Meetings:

November 2, 2010: Meeting with Irvin Jackson – Department of Marine Resources
November 5, 2010: Conference call with Johnny Mims (MS Athletic Conference), Howard McNeil (Gulfport High School), and Don Moore (WLOX)
November 16, 2010: Meeting – Air National Guard Base – Bernard Blackwell Tournament
November 18, 2010: Meeting with Woody Bailey – Fireball Run
November 23, 2010: Lunch with Don Moore (WLOX) and Johnny Mims (MAC) – Air National Guard – Bernard Blackwell
December 3, 2010: Meeting with Johnny Mims and Howard McNeil – Bernard Blackwell Tournament
December 7, 2010: Contact sponsors for the Bernard Blackwell Tournament
December 10, 2010: Lunch at the Isle Casino Hotel for King Master 100
December 13, 2010: Air National Guard Meeting – Bernard Blackwell / Dominos Pizza Meeting
December 14, 2010: Signs for DMR
December 15, 2010: Pick up seafood for Bernard Blackwell Tournament
December 15 – 19, 2010: Bernard Blackwell Tournament & Activities
December 21, 2010: Meeting with Woody Bailey and John Carter - Fireball Run

LEISURE TRAVEL:

Sales Leads:

November 2010: 4 leads representing 291 passengers and 462 room nights
December 2010: 2 leads representing 60 passengers and 80 room nights

December Definite: 2 definite pieces of business totaling 90 passengers and 110 room nights

	Tour Date	PAX	Room Nights	Assisted with...
Awesome Adventures Unique Destinations				
MS Gulf Coast Mardi Gras	March 7 – 10, 2011	40	60	Beau Rivage Resort & Casino
Sports Leisure Vacations				
New Orleans and Biloxi	March 9 – 11, 2011	50	50	Beau Rivage Resort & Casino

November Assists: 3 assists representing 158 passengers and 106 room nights

	Tour Date	PAX	Room Nights	Assisted with...
Great Day! Tours & Charters				
New Orleans – Biloxi	October 5 – 6, 2011	50	25	Info on Shrimp Trip, Mary Mahoney's and Beauvoir
Starr Tours				
Gulf Coast Tour	August 2 – 5, 2011	54	81	Info on Shrimp Trip, Beauvoir and Katrina Tour
Gulf Coast Tour	September 26 – 29, 2011	54	81	Info on Shrimp Trip, Beauvoir and Katrina Tour

December Assists: 2 assists representing 60 passengers and 80 room nights

	Tour Date	PAX	Room Nights	Assisted with...
Shoreline Tours				
Canadian Golf Group	April 23 – 27, 2011	20	20	Golf
Awesome Adventures Unique Destinations				
MS Gulf Coast Mardi Gras	March 7 – 10, 2011	40	60	Other sightseeing opportunities

Richard Forester

Executive and marketing report

Advertising & Marketing Plan: Quite a bit of time and effort was spent through December and early January working with the Big 3 on the advertising plan for 2011. The first draft was discussed by the Big 3 and the marketing/sales staff in early December. Some revisions were made and further discussions continued until January 10th when the preliminary program was first presented to the ad committee. The ad committee had

several helpful suggestions. Further revisions and adjustments were made and it was presented again on Friday, January 14, 2011. The culmination of that work was what you saw presented today. I want to commend the Big 3 and Meredith Chase and Andy Hurt in particular for their hard work and cooperation with the staff in this process. Janice, Taryn, and Linda Robinson, along with Crystal made significant contributions to the process.

Southeast Tourism Society: I attended the winter board meeting of the Southeast Tourism Society in Atlanta December 12th through the 14th. We were briefed on a new element available to members. It's the STS Economic Significance of Tourism Toolkit. We will be accessing this kit to provide us with more efficient methods of communicating the impact of tourism and to our stakeholders and elected officials. Also learned how to better use the STS E Newsletter to educate our partners and provide them with information on learning opportunities through STS along with possible co-op advertising programs. I also obtained the publication "The Potluck Guide to Social Media Strategy" which I have shared with staff. I also was provided with information to use in meeting with representatives of our newly elected Congressman Steven Palazzo. The next STS meeting is in San Destin FL in late March. Ms. Martin and I are scheduled to be panel members for one of the sessions at that meeting.

Meeting with Congressman Palazzo's Staff: With the assistance of a staffer from the U S Travel Assn. we hosted a meeting here at our offices in December with Mr. Hunter Lipscomb of Congressman Palazzo's staff. In addition to myself and some members of staff, Ms. Martin and other partners from the local tourism community stressed the need for Congressman Palazzo to be plugged in to tourism as the major economic driver of our region and his district in particular. We stressed that our industry is a job creating, deficit reducing industry and we urged him to join the Tourism Caucus in the house and have a designated staffer for tourism.

PDI: I continue my efforts in the GCBC's Premier Destination Initiative. We hosted a meeting of the Value Proposition/Performance Measurement subcommittee here at this office and began work on both of those areas. I also attended a committee meeting chaired by Mr. Lucas that will determine the establishment of the 501c6 organization and its structure. The PDI steering committee and large group met again on January 11th to hear committee reports. Mr. Holmes is chairing the convention center hotel committee. The value/measurements subcommittee meets again on the 19th.

Board of Supervisors: I attended two Board of Supervisors meetings and had individual meetings or conversations with all of them to discuss salaries and the overall performance of the bureau and the state of the industry at present. I received positive response from all the Supervisors.

B P Monies: Putting the final touches on the reports for B P concerning the event funding. Janice, Sharon and I met with Sue Templeman from the Godwin Group and delivered the final financial reports and most of the other economic impact information. We are still collecting some of the reports from a couple of the events, but should have that all completed by the 18th.

Future Transportation Plan Meeting: I again participated with CTA and the Gulf Coast Regional Planning Council in devising the future transportation plan for the Gulf Coast. This is an ongoing effort and another stakeholders meeting was held January 12th at the GRPC office on Pass Rd.

CASA: I continue my efforts on behalf of Court Appointed Special Advocates for Children. We hosted a meeting of the board of directors here in this office in December and I also am chairing the Public Relations Committee charged with getting information out about the group and its efforts. Currently 25 volunteers are undergoing 6 weeks of training to become child advocates.

Other Activities: I attended and/or reported to the following meetings;

- Coliseum Board
- Staff meetings
- Council of Governments
- Fireball Run planning meetings
- Collinson Publications meeting.

MARKETING DEPARTMENT ACTIVITY FOR DECEMBER 2010

Janice Jones, Manager, Internet/E-Marketing Manager

- Reviewed Google alerts for articles and sent staff assisted articles/staff quoted/commission quoted articles to staff and commissioners – began training Taryn to do this and shifting this to her
- Cleanpix image approvals – changed settings so Taryn also receives these
- Fielded numerous advertising opportunities and forwarded to ad agency for point of view with copies to Richard
- Forwarded reader's response leads to USA 800 for fulfillment
- Continued to submit CRM tickets for correction/updates to Simpleview
- Created a Allstate Sugar Bowl Transportation announcement to post on the homepage
- Updated Family Circle landing page to reflect April 2011 ad
- Updated Research page to include Sept and Oct occupancy reports and Economic Variables from the State
- Began working with Tour/Travel sales staff on what should be highlighted with the purchase of enhanced listing of Travel Agent Directory and what changes need to be made on our Travel Professionals section to better serve travel professionals.
- Updated Christmas list for mailing

E-marketing

- Researched an opportunity to upgrade a free listing with **Travel Agent Directory** for \$395 a year. Passed on to Richard for approval. Following approval, I purchased using the credit card.
- David Arnold, **The Artistic Touch**, specialty maps for review.
- Ray Gonzales, **Century 21**, requested statistics on visitors since Katrina for potential new attraction
- Tracey Baker, **Isle Casino Hotel**, requested an old image of Casino Row logo which I happened to have, did not have an old ad
- Joel, **USTOA**, requested assistance in setting up a meeting with newly elected Rep. Palazzo to acquaint him with the importance of the travel industry. Set meeting for the Conference room Dec 17
- Karen, **Bus Tours Magazine**, looking for 2,500 word editorial for April issue. Taryn will work with Janet on this one
- Emily Hrenchuk, **TripAdvisor**, phone conference with Andy Hurt to discuss year-long promotion for Gulfport/Biloxi with quarterly changes of images and text up to 50-words. We supply homepage logo with link to TripAdvisor in exchange for this free Spotlight Destination placement
- Worked with Taryn and Simpleview to get Facebook "share" icon on all listings and events on web site
- Lindsey Brooks, **Godwin Group**, requested stats on visitors to the Mississippi Gulf Coast

Media Relations

- Jennifer Haupt, **Woman's Day**, requested an interview while Taryn was out of the office. Contacted Jolie Spiers as a "local" travel writer to assist in the interview as well.
- Jennifer Davoren, **Travel 50 & Beyond**, requested image assistance for Ohr opening coverage
- Stella Johnson, **Corporate & Incentive Travel magazine**, followed up on our Chefs of the Coast notice from September for an upcoming article. Worked with Bridgette Varone to get information to Stella.
- Mary Ellen Botter, **Dallas Morning News**, followed up on Spring Driving Tour conversation we began during Cruisin' the Coast fam invite. Introduced her to Taryn as the MR manager and discussed oil spill effects on the MS coast in relation to other destinations. The article will appear in a mid-April issue of DMN.
- **Alliance of Military Reunions** – submitted a 252 character listing for the Member Directory.
- Rena Roy, **Go Magazine**, contacted me regarding Mardi Gras information – passed on to Taryn and worked with her on getting the information

Taryn Sammons, Manager, Social Media/Media Relations

- Daily posts to Facebook and Twitter
- Phone conference with Jennifer Haupt, *Woman's Day Magazine*
- Provided Peter Koch with GO Magazine information on Biloxi's Mardi Gras
- Approved Clean Pix image request for Craig Rogers with *Gulfscapes Magazine* for a Mardi Gras picture
- Gave CleanPix Access to Victoria Rogers with *Gulfscapes Magazine* for dining pictures. Emailed her additional food pictures and captions.
- Approved Clean Pix image request for Audrey Bandy with the Alabama Technology Network for historical photos
- Sent article ideas to Gary Trask for *Creative Living Magazine*
- Approved Clean Pix image request for Kelly Neal with Capital Resources.

- Wrote article for TN Motorcoach Spotlight
- Approved Clean Pix request for Jamie Poindexter with the Poindexter Descendants Association.
- Approved Clean Pix request for Brandie Kavanaugh with G&P Marketing.

Jaffe Perniciaro, Manager, Tourist Information

- Added 12 new coupons to website, renewed 90 that were expiring end of month, 20 coupons did not renew
- Continued with updating and adding descriptions to listings on website by contacting each listing and verifying information.
- Added the following NEW Businesses, Restaurants, Events, Attractions, Activities & Meeting Facilities: MS BBQ Company, Bob’s Burger Factory (formally High Cotton Grill-Gpt), Legacy Mardi Gras Ball,
- Answered numerous tourism inquiries by telephone & email
- Delivered approximately 20 cases Fun Time Guides & 1 case calendars & map pads

Linda Robinson, Administrative Research Assistant

- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society.
- Fulfilled request for Fun Time Guides and attraction information
- Checked magazines and publications for write-ups and ads: Rejuvenate, Nov. 2010 –Destinations Gulf Coast
- Assisted as Tourism Receptionist
- Prepared and mailed contract agreements and guidelines to organizations that have received sponsorship and MAP: Art in the Pass
- Submit Big 3 jobs for approval: Sports Events 2011, Group Travel Leader 2011, Family Circle 2011
- Stuff envelopes with Winter Event Calendars for mail-out
- Stuff envelopes with Christmas cards
- Prepared sponsorship letters

Meetings Attended

- Dec 2 – Full Staff meeting
- Dec 2 – SimpleView Webinar Paid SEO
- Dec 3 – Ad committee meeting
- Dec 6 - Ribbon Cutting Long Beach Chamber – Long Beach City Hall
- Dec 7 - Long Beach Chamber Annual Luncheon
- Dec 9 – Marketing Department Meeting
- Dec 9 – Simpleview Webinar Advanced Queries
- Dec 10 Hancock County Welcome Center open house
- Dec 13 - PRAM meeting
- Dec 13 - HSMAI Monthly Luncheon at Bonefish Grill, Biloxi
- Dec 14 – Trip Advisor – meeting with Ad Group
- Dec 16 – Simpleview Webinar CMS building better web pages

Executive Session

Commissioner Daniels made the motion to ENTER Closed Session to discuss the need for an Executive Session to discuss personnel matters and anticipation of litigation. 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 -----	Absent & Excused
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 January 18, 2011.

Commissioner Daniels made the motion to ENTER into Executive Session, to discuss personnel matters and anticipation of litigation. 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 -----	Absent & Excused
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 January 18, 2011.

Commissioner Daniels made the motion to RECONVENE from Executive Session. 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 -----	Absent & Excused
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 January 18, 2011.

Legal Counsel reported No Action was taken, reports only.

Commissioner Daniels made the motion authorizing legal counsel to respond to CR Marketing Solutions, LLC, on behalf of the Tourism Commission. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Absent & Excused
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 January 18, 2011.

Commissioner Allen made the motion authorizing the Executive Committee to re-negotiate the current contract of the Executive Director. Seconded by Commissioner Daniels, the president called the question, with the following results:

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

Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Absent & Excused
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 January 18, 2011.

Reminders:

1. HCTC meeting – Tuesday, February 15th @ 1:30pm

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 -----	Absent & Excused
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 January 18, 2011.