

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
JULY 8, 2008**

The Harrison County Tourism Commission met Tuesday, July 8, 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; Rip Daniels; Judge Danny Guice; Gary Ponthieux; Greg Van Stone

HCTC Staff Members Present: Richard Forester, executive director; Nicole Learson, director, marketing; Janice Jones, manager, public relations; Traci Dauro, manager, policy

Others Present: Janelle, legal counsel; Linda Hornsby & Bob Bennett, MS Hotel & Lodging Assn.; Jim Pitts & Kristi Bennett, Gulfport Biloxi Airport Authority; Laura Hasty, The Ad Group; Bill Holmes, MS Coast Coliseum & Convention Center; Chad Goss, Grand Casino Biloxi; Rebecca Wissler; Scott Ratcliff, MS Coast Sports Commission

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 ----	Yes
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes
Commissioner Van Stone	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Public Agenda

Linda Hornsby, MS Hotel & Lodging Assn, reported on the "Come Back to the Coast" summer radio advertisement. As of today there have been 258 reservations booked, total of 617 room nights with room revenue of \$78,181.58, and a total of 25 hotels participating in the program.

Bob Bennett, Edgewater Inn, reported that the summer program seems to be doing very well, keep up the good work.

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

- Renovations to the center are on hold until July, June calendar is full.
- Expansion is still on schedule, added a 500 ton chiller unit.
- July 18th the Coliseum Commission should have a final answer from the Community Development Block Grant
- July 3rd the Coliseum Commission will take over the FEMA trailer park in the back parking lot, hopefully in August open it back up for RV's.
- Upcoming events: Summer Fair, well attended; Scrappin' the Coast over 8,000 participated; Blood in the Sand was sold out; Def Leppard is coming; Seawolves have signed a contract for 2008/2009 season

<i>Beverly Martin</i> President	<i>George Watson</i> Vice President	<i>Drew Allen</i> Treasurer	<i>Kenneth Montana</i> Secretary	<i>Hugh Keating</i> Legal Counsel
<i>Nicky Creel</i> Commissioner	<i>Rip Daniels</i> Commissioner	<i>Danny Guice</i> Commissioner	<i>Gary Ponthieux</i> Commissioner	<i>Greg Van Stone</i> Commissioner
				<i>Richard Forester</i> Executive Director

Jim Pitts, Gulfport-Biloxi Airport Authority, reported that the Chicago flight has been cancelled and losing a 150 seat plan to Houston as of August 2008. Charlotte flights are doing very well. The parking garage is ahead of schedule at the airport.

MS Gulf Coast Golf Assn. – no representative present

Janice Jones, Manager, Media Relations reported on activities and other organizations she participates in for the Tourism Commission.

Scott Ratcliff, MS Coast Sports Commission, reported on the newly formed Commission. They are a 501c6 membership driven commission. They will represent all the counties, Hancock, Harrison and Jackson. They will have board members from all three counties as well. Sporting events are the 11th largest industry in the US.

Treasurer's Report

Commissioner Allen reported the July 8, 2008, disbursements as follows: check disbursements for 07/08/08--\$251,461.18; total travel advance/reimbursements for June 2008 -- \$2,832.07; grand total disbursements--\$254,293.25. Commissioner Allen moved these disbursements be approved. 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 ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes
Commissioner Van Stone	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Allen reported on the revenue received from World Choice Travel commission revenue for June 2008 in the amount of \$1,459.92, and a total for fy 2008 of \$8,617.55, since October 2007.

Old Business

The Commission discussed the performance audit proposal submitted by Randall Travel Marketing, the President is sending this item to committee for final recommendation on options from the proposal.

Discuss moving the August 5th Commission meeting to August 19th, no action was taken on this item, died for lack of Motion.

New Business

Commissioner Montana made the motion approving the request to sponsor the 26th Annual Chefs of the Coast Food & Wine Festival being held September 28, 2008 at the Oak Crest Mansion Inn for an Azalea Sponsor in the amount of \$1,500. 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 ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes
Commissioner Van Stone	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Watson made the motion to approve the setting of the agenda for the first and second meetings of the month. Under the first meeting a public agenda will stand with a 5 minute time limit for each speaker, and the second meeting will not have a public agenda, but if something needs to be discussed it can be added to Old Business. 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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes
Commissioner Van Stone	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Legal Counsel Report - None

HCTC Reports

Commissioner Daniels reported on the Advertising Committee meeting held Thursday, June 26th with the following recommendations:

Commissioner Daniels made the motion to approve increasing the budget for the "Come Back to the Coast" summer radio program co-op with the MS Hotel & Lodging Assn in the amount of \$10,000. Seconded by Commissioner Ponthieux, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes
Commissioner Van Stone	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Daniels made the motion to approve the late summer /Labor Day Promotions for 8 weeks for radio, print, possible co-op with the Motel & Lodging Assn for possibly Sept, Oct. & Nov. This will include overnight stay, dinner and attractions package in 5 markets, at an estimated budget of up to \$500,000 with the Relax logo. 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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes
Commissioner Van Stone	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Watson made the motion to let the current clipping service contract with Cision Services expire as of August 2008. 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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes
Commissioner Van Stone	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Allen made the motion to terminate the current advertising contract with the Zimmerman Agency and have legal counsel send the appropriate termination clause per the contract. 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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes
Commissioner Van Stone	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Daniels reported on the following items with no action being taken in committee:

- Rack Brochure RFP – received three quotes, placed order with First American Printing as the lowest and best quote accepted 15,000 brochures at a cost of \$5,746.00 with a delivery date of July 9, 2008.
- Bike Fest Promotion - Sister stations - 25+ promotion packages: bandanas, lanyards, VIP passes, etc. sponsored by Wal-Mart and several other businesses.
- The Committee discussed a DVD of the Coast. Nicole will bring back information to the Committee.

Commissioner Ponthieux reported on the Convention & Tourism Marketing Committee held Wednesday, June 11th with the following recommendations:

Commissioner Van Stone made the motion to approve the request to attend the International Association of Exhibitions and Events being held December 9 – 11, 2008 in Miami, FL at an estimated expenses (including registration and travel) of \$7,100.00 for Mike Chamberlain & Linda Stewart.

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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes
Commissioner Van Stone	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Van Stone made the motion to approve the request to attend the MLT Vacations University being held October 5 – 9, 2008 –in S. Paul, MN for Annette Rand at an estimated cost of up to \$2,900.00. 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 ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes
Commissioner Van Stone	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Ponthieux made the motion to approve the request to attend the Travel Industry Association Travel Leadership Summit / Sales Calls being held September 23 – 25, 2008 in Washington, DC for Any Commissioners, Board of Supervisors, Richard Forester and Crystal Johnson at an estimated cost of up to \$7,500.00 (for up to 5 persons). Seconded by Commissioner Van Stone, the president called the question, with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes
Commissioner Van Stone	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Ponthieux made the motion to approve the request to attend the Georgia Motorcoach Association being held July 19 – 22, 2008 in Atlanta, GA for Mike Moore at an estimated cost of up to \$1,045.00. 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 ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Watson	Voted ----	Yes
Commissioner Van Stone	Voted ----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Van Stone made the motion to approve the request to attend the South Carolina Motorcoach Association being held August 24 – 28, 2008 in Columbia, SC for Mike Moore at an estimated cost of up to \$1,215.00. 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 ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes

Commissioner Watson Voted ----- Yes
Commissioner Van Stone Voted ----- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Nicole Learson, Director, Marketing
Marketing

- Finished work on Calendar of Events on website and for August printing
 - Added 1 new coupon to website and renewed 11 that were expiring at the end of July; 2 coupons were not renewed
 - Worked on Destination Planner – Planner is on schedule to deliver at the end of this month
 - Mailed 218 inquiry packets, including Belgium, Canada, Germany and Italy
 - Pursued asking Marketing Partners for reciprocal links to our website to increase internet search engine optimization – added 1 new link
 - Bill Sherman, Smokin' The Sound, grant info request
 - Mass mailing effort of current destination planners both in-house (30k) and through USA800 (10k); mailing will be completed mid August
 - Collateral inventory: Map Pads (20 boxes); Rack Brochures (50 boxes) Advertising
 - Forwarded to Zimmerman all advertising offers received this month
 - Provided copy to Zimmerman for ad opportunities
 - Ads Produced: Compass Fall Travel Planner Insert (September), America's Best Vacations Insert (October), Jet Magazine (September), 2nd Wave of Gas Card Promotion Radio Spots (August), Charlotte Observer Insert (September), Chefs of the Coast Ad (September), Sport Travel (September), Sports Events Magazine (Sept/Oct)
- Media Relations
- 2 thank you letters each mailed out to volunteer organizations and to writers
 - June Cision Report: 25 articles with an advertising value of \$266,958.00 and a combined circulation of 4.4 million
 - Sheri Falk, WDAM-Hattiesburg, requested assistance for a Beauvoir story
 - Lisa Lanier, Newcomers & Visitors Guide South MS, requested editorial assistance with the late summer 2008 issue
 - Marquita Brown, Clarion Ledger, called about the \$50.00 gas promotion. I gave her Linda's number for specific stats related to the success of the promotion.
 - Successful Meetings, advertorial proof for the 2008 Pinnacle Awards – CVB article, Amy Frye, Rand McNally, requested pictures of the coast for annual guide
 - Dan Shephard, Dallas Morning News and the Plains Dealer, request forwarded
- The following releases were issued in June:
- July Coast Tourism Works (CTW) E-Newsletter
- The following were results of media contact:
- Darin Bunch, Fairways & Greens, Southern Comforts: Golf, Gaming and Friendly Folks Make Mississippi a Trip – or Trips – Worth Making, May-June 2008 (had participated in a State sponsored golf fam just before Katrina and two since)
 - Linda Lange, Scripps Howard News Service, The Mississippi Gulf Coast a prime place to go play summer hooky (March trip to coast, story ran in Knoxville June 1, picked up by Scripps July 1)
South Coast Today - Massachusetts, "Miss. Gulf Coast is prime place to play summer hooky", picked up from Scripps Howard News Service, run July 6, 2008 Red Orbit picked up from Commercial Appeal,

Mississippi Gulf Coast – Katrina now just a bad dream as area renews its efforts to attract tourists,
July
14, 2008

- Marquita Brown, Clarion Ledger, “Seeking sun, savings” July 6, 2008.
 - Elise Roberts, WLOX, Tourism Leaders offer free gas to South Mississippi Visitors, July 2, 2008
 - Mary Perez, Sun Herald, Coast Hotels Filling, July 10, 2008
- July 2008 HCTC Inquiries

Richard Forester, Executive Director
Reported on meetings he had attended this month.

Executive Session

Commissioner Watson made the motion to ENTER Closed Session to discuss the need for an Executive Session to discuss possible litigation. 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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes
Commissioner Van Stone	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Ponthieux made the motion to ENTER into Executive Session, to discuss possible litigation. 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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes
Commissioner Van Stone	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Daniels made the motion to RECONVENE from Executive Session. 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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes
Commissioner Van Stone	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Commissioner Watson made the motion accept the recommendation of legal counsel as stated in the terms with Interair Media. 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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes
Commissioner Van Stone	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

Reminders:

1. Ad Hoc on Relocation – Thursday, July 10th @ 2:00 pm – Commissioners Daniels; Allen; Martin; Ponthieux
2. Marketing Partner meeting – Tuesday, July 15th @ 3:00 pm – Courtyard Marriott
3. Work Session – Wednesday, July 16th @ 1:00 pm –to discuss website and database
4. Check signing – Monday, 21st – Commissioners Allen, Watson
5. HCTC meeting – Tuesday, July 22nd @ 1:30 pm
6. Billy Creel Awards Luncheon – Monday, August 4th – 11:30 am – Beau Rivage, Camellia Ballroom

Staff Travel

1. July 11th – 14th – National Governor’s Assn, Philadelphia, PA – Crystal Johnson
2. July 16th – 18th - Kellen Company Manager Summit, Atlanta, GA – Mike Chamberlain, Linda Stewart
3. July 19th – 22nd – George Motocoach Assn. – Atlanta, GA - Mike Moore
4. July 27th – 31st – Southern Public Relations Federation – Destin, FL – Janice Jones
5. July 28th – 31st - Destination Marketing Assn. International – Las Vegas, NV – Richard Forester & Crystal Johnson

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

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Watson	Voted -----	Yes
Commissioner Van Stone	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 8, 2008.

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
JULY 22, 2008**

The Harrison County Tourism Commission met Tuesday, July 22, 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; Ken Montana, secretary; Drew Allen, treasurer; Nicky Creel; Rip Daniels; Judge Danny Guice; Gary Ponthieux; Greg Van Stone

HCTC Staff Members Present: Richard Forester, executive director; Crystal Johnson, director, sales; Traci Dauro, manager, policy

Others Present: Hugh Keating, legal counsel; Linda Hornsby, MS Hotel & Lodging Assn; Bill Holmes, MS Coast Coliseum & Convention Center; Laura Hasty, the Ad Group; Reed Guice; Mollie Hillburn; Mike Davis, Maureen Wooten, Beau Rivage

President Martin called the meeting to order.

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

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Van Stone	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 July 22, 2008.

Minutes

Commissioner Montana made a motion to accept the minutes from the June 17, 2008 meeting as presented. Seconded by Commissioner Van Stone, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Van Stone	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 July 22, 2008.

Treasurer's Report

Commissioner Allen reported the July 22, 2008, disbursements as follows: check disbursements for 07/22/08--\$108,514.70; grand total disbursements--\$108,514.70. 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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Van Stone	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 July 22, 2008.

Commissioner Allen presented the June 30, 2008, 2008, financial statements, reporting total assets of \$3,889,113.14; total liabilities \$100,461.34; total fund balance \$3,788,651.80; total liabilities & fund balance \$3,889,113.14; current revenue \$249,030.92; current expenditures \$63,358.87; for a

net income of \$185,672.05. 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
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Van Stone	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 July 22, 2008.

Commissioner Allen reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for July 17, 2008 – actual 3% collection was \$420,452.52. with HCTC's 2.25% share being \$315,339.39 for a 44.54% change in total collection, and total 22.56% year to year change, reflecting just this month's collections.

Old Business

Commissioner Montana made the motion to approve the co-op "Come Back to the Coast" summer program co-op with the MS Hotel & Lodging Assn in the amount of \$10,000. Seconded by Commissioner Ponthieux, the president called the question, with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Van Stone	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 July 22, 2008.

Commissioner Allen made the motion to approve the proposal from Simpleview, for a customized Destination Management database and integrated web site redesign content management solutions to replace Software Management database in the amount of up to \$156,000. and authorizing legal counsel proposes a contract for the above. Seconded by Commissioner Van Stone, the president called the question, with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Van Stone	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 July 22, 2008.

Commissioner Van Stone made the motion authorizing legal counsel and the executive director to start the negotiations process with Randall Travel Marketing to perform the approved scope of work according to the proposal submitted for a performance audit. Seconded by Commissioner Ponthieux, the president called the question, with the following results:

Commissioner Allen	Voted ----	Yes
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes

Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Van Stone	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 July 22, 2008.

New Business

Madam President acknowledged the receipt of letter date July 21, 2008 from the Big Three Advertising Agency, offering to serve the Harrison County Tourism Commission with any advertising needs. The letter will be sent to the Advertising Committee for any recommendations.

Legal Counsel Report

Mr. Keating reported on the InterAir Media agreement. InterAir has agreed to the payment terms with the Tourism Commission and the Airport Authority, this will include attorney fee concessions and agreed judgment according to default clause.

HCTC Reports

Crystal Johnson, Director, Sales

Sales report

Convention Sales:

Bookings: 5 bookings representing 545 attendees and 810 room nights
 ☆Alabama Wholesale Distributors Association – 2008 Annual Meeting – September 2008 – 120 ppl./130 room nights
 ☆Emerald Coast HOG Club – Biloxi Trip – July 19 – 20, 2008 – 25 ppl./25 rooms
 ☆North American Blueberry Council – Annual Meeting – February 2009 – 75 ppl./215 room nights
 ☆Southeastern Community Action Association – 2008 Annual Conference – 125 ppl./390 room nights
 ☆Walker-Stewart Family Reunion – 2008 Family Reunion – 200 ppl./50 room nights
 Lost Business: 3 lost leads representing 750 attendees and 770 room nights
 ☆BICSI – South Central Regional Meeting – July 2008 – group selected Hollywood Casino Bay St. Louis
 ☆Kiwanis International – 2009 District Convention – Client didn't sign contract soon enough and lost rooms.
 ☆Medart Marine Distributors – 2008 Tradeshow – tradeshow is not happening this year.
 Sales Leads: 17 leads representing 1,555 attendees and 2,734 room nights
 Other Activities: Mississippi Association of Supervisors Presentation for 2011 – Richard Forester
 **Group selected to come back to the Mississippi Gulf Coast in 2011 – Convention Center business
 Travel: June 21 - 25, 2008: Healthcare Exhibitors Association
 Salt Lake City, UT
 *See attached report

Convention Services:

Group Name:	Dates:	Location:	Registration (est)	Goodies	Total Spent
Mississippi Department of Education 2008 Summer Conf.	June 2 – 4, 2008	MS Coast Coliseum	3 people 26.5 hours each \$710.00 (in kind)	Map pads, brochures	\$710.00 +
Sons of Confederate Veterans	May 30 – June 3, 2008	Beauvoir	_____	Badges, bags, pins \$72.00	\$72.00+
South MS Mustang Club	June 13 – 15, 2008	MS Coast Coliseum	2 people 9 hours each	Brochures, name badges,	\$194.00+

			\$163.00 (in kind)	pens, lapel pins \$31.00	
MS Farm Bureau Federation	June 15 – 18, 2008	Beau Rivage		Bags, golf tees, note pads, lapel pins \$24.00	\$24.00 +
Biloxi Wholesale Gift Show	June 28 – 30, 2008	MS Coast Coliseum	4 people 21 hours each \$760.00	2500 badge holders, brochures \$575.00	\$1335.00+
MS Association of Supervisors	June 16 – 20, 2008	MS Coast Coliseum	3 people 18.5 hours each \$500.00	Pens, golf tees, lapel pins, gift basket \$465.00	\$965.00+ \$1000 sponsorship
MS/AL Association of Dispensing Opticians	June 13 – 15, 2008	IP Hotel Casino		Badges, bags, pens, lapel pins \$113.00	\$113.00+
MS Municipal League	June 23 – 25, 2008	MS Coast Coliseum	3 people 20.5 hours each \$555.00	Brochures	\$555.00+ \$1000 sponsorship
MS Association of Black Caucus Members	June 23, 2008	MS Coast Coliseum	1 person 7.5 hours \$68.00	Pens, pins, golf tees \$36.00	\$104.00 +
TOTAL			\$2756.00	\$1316.00	\$6072.00

Leisure Travel:

Tour bookings: 2 leads representing 61 attendees and 147 room nights

☆Cenla Travel Club – Bus Group – August 5 – 7, 2008 – 21 people / 22 room nights

☆GTA New York – Incentive Group – July 15 – 19, 2008 – 40 people / 125 room nights

Tradeshows/Travel:

June 15 – 18, 2008

North American Journeys Summit East

New York, NY

* See attached report

Meetings:

May 30 – June 5, 2008: TIA International POW WOW

June 3, 2008: Beauvoir Grand Opening

June 3, 2008: NGA Conference Planning Meeting

June 3, 2008: HCTC Meeting

June 5, 2008: Marketing Partner Meeting

June 9, 2008: Full Staff Meeting

June 9, 2008: Travel South Conference Call

June 9, 2008: Biloxi Kiwanis Meeting

June 10, 2008: LSAE Luncheon – Baton Rouge

June 11, 2008: Convention & Tourism Committee Meeting

June 11, 2008: MargaritaFest Meeting

June 12, 2008: Ad Committee Meeting

June 17, 2008: HCTC Meeting

June 18, 2008: MSAE Luncheon – Jackson, MS

June 19, 2008: MPI Gulf States Chapter Luncheon – New Orleans

June 20, 2008: MargaritaFest

June 23, 2008: HSMIA Gulf South Chapter Board Meeting

June 25, 2008: Meeting with SimpleView

June 26, 2008: Ad Committee Meeting

June 30, 2008: Full Staff Meeting

Richard Forester, Executive Director

Reported on meetings and speaking engagements he has attended this month.

Executive Session

Commissioner Watson made the motion to ENTER Closed Session to discuss the need for an Executive Session to discuss personnel matters. Seconded by Commissioner Van Stone, the president called the question with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Van Stone	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 July 22, 2008.

Commissioner Ponthieux made the motion to ENTER into Executive Session, to discuss personnel matters. 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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Van Stone	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 July 22, 2008.

Commissioner Daniels made the motion to RECONVENE from Executive Session. 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 -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Van Stone	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 July 22, 2008.

Legal Counsel reported No Action was taken, reports only.

Reminders:

7. Fund raiser for Mike Chamberlain – Saturday, July 26th
8. Check signing – Monday, August 4th – Commissioners Allen, Watson
9. Billy Creel Awards luncheon – Monday, August 4th – 11:30 am – Beau Rivage, Camellia Ballroom
10. HCTC meeting – Tuesday, August 5th @ 1:30 pm

Staff Travel

1. July 19th – 22nd – George Motocoach Assn. – Atlanta, GA - Mike Moore

2. July 27th – 31st – Southern Public Relations Federation – Destin, FL – Janice Jones
3. July 28th – 31st - Destination Marketing Assn. International – Las Vegas, NV – Richard Forester & Crystal Johnson

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

Commissioner Allen	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Van Stone	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 July 22, 2008.