

**HARRISON COUNTY TOURISM COMMISSION
SPECIAL MEETING – OFFICIAL MINUTES
JULY 13, 2011**

The Harrison County Tourism Commission met Wednesday, July 13, 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; Beverly Martin, secretary; Drew Allen, treasurer; John Carter; Judge Danny Guice; Danny Hansen; Jon Lucas; Wilma Rizzardi; Bill Holmes, ex-officio

HCTC Staff Members Present: Crystal Johnson, director, sales; Traci Dauro, executive assistant

Others Present: Je’Nell Blum , legal counsel; Reed Guice, Andy Hurt, Meredith Chase and Kerry Stoddard, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, Edgewater Inn; Kit Musgrove, Hampton Inn Gulfport; Kristi Bennett, Airport Authority; Kevin Drum, MS Golf Assn

Commissioner Montana called the meeting to order. The reason for this Special called meeting is to vote on personnel changes to the Tourism Commission’s organizational chart and an Executive Director update.

President Montana turned the chair to the Vice President Rip Daniels so that President Montana could bring up a couple of items for the Commission to consider.

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted July 13, 2011.

Old Business

Commissioner Montana made the motion to approve the changes to current Organizational chart adding a new category for Sports Marketing, including a job description for the Director of Sports and an accounts manager. The Director of Sports job should be posted as soon as possible. Seconded by Commissioner Allen, the vice president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Abstained
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	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>Bill Holmes</i> <i>Ex-Officio</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>	

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted July 13, 2011.

Commissioner Daniels reported on BP \$16 million for the State. The MOU has been signed but is still in Jackson at this time. HCTC can submit application for some of the money, not sure if it will be through MDA or the Business Council Partnership as of yet. MDA has some money left over from the last BP money and will run advertising through hopefully November.

Commissioner Montana made the motion to enter into contract negotiations with Beth Carriere as the Executive Director for the HC Tourism Commission. Seconded by Commissioner Rizzardi, the vice president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Abstained
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted July 13, 2011.

Reminders:

1. HCTC meeting – Tuesday, July 19th – 1:30pm
2. Airport Authority meeting – Wednesday, July 20th – 1:30 pm – Airport conf room 3rd floor – Commissioner Carter
3. MS Hotel & Lodging Assn meeting – Wednesday, July 20th – 4pm – Commissioners Carter & Martin
4. Coliseum Commission meeting – Thursday, July 21st – 10:30 am – Commissioner Martin

Commissioner Guice made the motion to adjourn the meeting, being no other business to come before the Commission. Seconded by Commissioner Allen, the vice president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the vice president declared the motion adopted July 13, 2011.

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
JULY 19, 2011**

The Harrison County Tourism Commission met Tuesday, July 19, 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; Beverly Martin, secretary; Drew Allen, treasurer; John Carter; Judge Danny Guice; Danny Hansen; Wilma Rizzardi; Bill Holmes, ex-officio

Commissioners absent: Jon Lucas

HCTC Staff Members Present: Crystal Johnson, director, sales; Traci Dauro, executive assistant; Janice Jones, marketing department; Gary Benson, national & sports, sales department

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Meredith Chase and Andy Hurt, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, Edgewater Inn; Marty Sutherland, Compass Marketing; Bridgette Varone, MS Hospitality & Rest Assn; Danny Ehrat, Shular properties; Clay Wagner, Gulf Coast Business Council; Kevin Drum, MS Gulf Coast Golf Assn; Bruce Frallic and Kristi Bennett, Airport Authority; Jana Gonzalez, Courtyard Marriott, D'Iberville

Commissioner Montana called the meeting to order.

Commissioner Guice made the motion to accept the agenda 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

Public

Linda Hornsby, MS Hotel & Lodging Assn, reported on the May 2011 hotel occupancy report.

Bruce Frallic and Kristi Bennett, Airport Authority showed the new Delta in-flight video which will run on all of Delta's flight for the month of September.

Clay Wagner, Gulf Coast Business Council reported that the Partnership has approved the regional by-laws, the MOU has been signed but the money has not changed hands yet. The Big 3 has been tasked with continuing the "Wish you were here" campaign.

Anjly Desai, Super 8 Hotels, discussed the recent complaint with the booking of rooms at their property.

Reed Guice presented the Commission with an ADDY Award for the "Open for Business Open for You" campaign the Commission ran after the BP Oil Spill.

<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>Bill Holmes</i> <i>Ex-Officio</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>	

Old Business

- A. Directional signs – main sign on Hwy 90 should be installed this week with weather permitting. Waiting for sign layout recommendation from designer CAD signs.
- B. Gulf Resort Classic - USM is still working on their final report, should be ready in the next 2 weeks.
- C. Gary Benson updated the Commission on the Fireball Run.

Commissioner Allen made the motion to approve the AAA Tour Guide for Alabama/Florida Panhandle for an 8pg gate panel foldout insertion in the amount of \$68,750 as recommended by the advertising committee and the Big 3, to either include listings or pictures. Seconded by Commissioner Guice, 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

Commissioner Martin made the motion to approve the sponsorship of the NAACP6th Annual MS Catfish & Blues Reception being held July 24 – 29, 2011 in Los Angeles, CA for the MS Entertainment sponsorship request in the amount of \$5,000. 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

New Business - None

Legal Counsel Report

Mr. Keating reported meeting with the Executive Committee to discuss personnel matters.

HCTC Reports

Commissioner Martin reported on the Convention Development & Travel Committee meeting held July 13th with the following recommendations:

Commissioner Martin made the motion to approve the request to host the Mississippi Tourism Association Governors Conference on Tourism being held September 25 - 27, 2011 at the Biloxi, MS (Beau Rivage Resort & Casino) in the amount of up to \$20,000. 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

Commissioner Martin made the motion to approve the request to host for the International Association of Golf Tour Operators, North American Convention 2012 being held May 23 – 26, 2012 at the IP Casino Resort Spa in Biloxi, approve up to \$15,000. 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

Commissioner Martin made the motion to approve the use of Incentive Funds for the Southern Legislative Conference of the Council of State Governments for the 2013 Annual Meeting being held July 15 – 24, 2013 on the Mississippi Gulf Coast and approve up to \$5,000. 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

Commissioner Martin made the motion to approve the request to attend for the Washington DC Sales Blitz being held November 2011 and approve up to: \$8,000. with participation from several marketing partners and the coliseum involved. 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

Treasurer's Report

Commissioner Allen reported the July 19, 2011 disbursements as follows: check disbursements for 07/19/11--\$456,376.53; total travel advance/reimbursements for June 2011 -- \$1,828.00; grand total disbursements--\$458,204.53. Commissioner Allen moved these disbursements be approved. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
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Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

Commissioner Allen presented the June 30, 2011, financial statements, reporting total assets of \$2,557,602.02; total liabilities \$100,620.98; total fund balance \$2,456,981.04; total liabilities & fund balance \$2,557,602.02; current revenue \$246,291.58; current expenditures \$368,372.47; for a net loss of (\$122,080.89). 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

Commissioner Allen reported on the World Choice Travel revenue for June 2011 in the amount of \$258.48 for a year to date total of \$2,019.66.

Commissioner Allen reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for July 15, 2011 – actual 3% collection was \$329,017.87 with HCTC's 2.25% share being \$246,763.40 for a -3.84% change in total collection, and total income of 6.37% year to year changes,

Crystal Johnson, director, sales
Sales report

SALES LEADS:

June 2011: 12 leads representing 2,508 attendees and 7,942 room nights

JUNE DEFINITE BUSINESS: 8 leads representing 2,928 attendees and 2,205 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
Richard Family Reunion 2011				
2011 Family Reunion	7/8/2011	40	30	Four Points by Sheraton
Simpson Burroughs Family Reunion				
2012 Family Reunion	7/5/2012	40	75	Four Points by Sheraton
1108 TASMG, Army National Guard				
Dining Out	8/6/2011	600	0	IP Casino Resort Spa
APA Pool Tournament				
NOLA APA Pool Tournament	6/17/2011	900	700	Quality Inn Biloxi / Treasure Bay Casino
Youth Basketball of America				
Super Regionals	5/13/2011	500	450	Wingate by Wyndham / Hampton Inn Biloxi
Petroleum and Convenience Marketers of Alabama				
2012 Gulf Coast Food & Fuel Expo	2/28/2012	400	475	Beau Rivage Resort & Casino
2013 Gulf Coast Food & Fuel Expo	2/26/2012	400	475	Beau Rivage Resort & Casino

BCD Travel					
Waste Management Group Meeting	6/16/2011		48	0	Hilton Garden Inn - Gulfport

JUNE LOST BUSINESS: 6 leads representing 2,522 attendees and 6,086 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Lost Reason
Insurance Auditors Association of the Southeast				
2012 Annual Seminar	5/5/2012	70	120	Group selected Doubletree Hotel in Atlanta, GA (Buckhead)
Sunbelt Promotional Products Association				
SPPA Fall Road Show	9/27/2011	70	25	SPPA has opted to forgo the show in Biloxi this year.
Renaissance Education Group				
TRIO Training Program	3/14/2012	50	85	Hotel rates too high - group will be meeting in New Orleans, LA
South-Eastern Association Regulatory Utility Commissioners (SEARUC)				
TRIO Training Program	6/9/2012	200	447	Group has decided to hold the meeting in New Orleans, LA
Administrative Professionals Educational Conference				
2011 Conference	10/13/2011	200	300	Board decided to put meeting on hold until 2012 due to lack of participation by the association members.
BCD Meetings & Incentives				
Luxottica Optical Summit 2012	1/6/2012	1,932	5,109	The MS Gulf Coast is not ideal for this meeting at this time. Narrowed down sites to Albuquerque, NM; Orlando, FL; and New Orleans, LA

Convention Services:

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
MS Manufacturers Association	June 1 – 5, 2011	Beau Rivage	0	Bags, pens	\$53.00	347
Sons of Confederate Veterans	June 2 – 6, 2011	Ramada Inn	0	Name badges, bags, pens, notepads, FTG	\$87.00	
National Association of County Veteran Service Officers	June 4 – 10, 2011	IP Casino	0	Name badges, holders, Pens, notepads, bags, FTG	\$261.00	1886
MS Constables Association	June 6 – 10, 2011	Courtyard Marriott	0	Bags, pens	\$53.00	496
Alpha 1/7 Vietnam Veterans USMC	June 9 – 11, 2011	Isle Casino	0	Name badges, bags, pens, FTG	\$100.00	
Spann Family Reunion	June 9 – 11, 2011	Ramada Inn	0	Name badges, bags, pens, notepads, FTG	\$200.00	
MS State AOCE	June 13 – 16, 2011	IP Casino	1	Bags, pens	\$296.00	213
GEEIA/EI Military Reunion	June 14 – 16, 2011	Treasure Bay	1	Name badges, bags, pens, notepads, FTG	\$154.00	225
Boggs Family Reunion	June 17 – 19, 2011	Best Western Seaway	0	Bags, pens, notepads	\$106.00	7
MS Chiefs of Police	June 19 – 24, 2011	IP Casino	0	Bags, pens, notepads	\$53.00	657
MS Association of Supervisors	June 19 – 21, 2011	MCCCC/ Beau Rivage, IP, Quality Inn	2	Bags, pens, notepads, FTG	\$394.00	1221
MS Association of Public	June 21 – 23, 2011	Beau Rivage	0	Bags, pens,	\$53.00	90

Accountants				notepads		
MS Press Association	June 23 – 25, 2011	Beau Rivage	1	Bags, pens, Notepads, FTG	\$188.00	244
MS Black Caucus of Local Elected Officials	June 26 – 27, 2011	Beau Rivage	1	Pens, Notepads, FTG	\$152.00	25
MS Municipal League	June 27 – 29, 2011	MCCCC, Beau Rivage, IP, Quality Inn	3	Pens, notepads, FTG	\$815.00	1326
MS Athletic Trainers Association	June 27 – 29, 2011	IP Casino	0	Name badges, pens, notepads	\$200.00	88

Total **\$3,165.00** **6,823 +**

Events / Conventions:

- **Mississippi Association of Supervisors** - June 19 – 24, 2011 - Mississippi Gulf Coast
- **Mississippi Municipal League** - June 27 – 29, 2011 - Mississippi Gulf Coast

LEISURE TRAVEL:

Sales Leads:

June 2011: 3 leads representing 137 passengers and 542 room nights

June Assists: 2 assists representing 100 passengers and 150 room nights

	Tour Date	PAX	Room Nights	Assisted with...
Capitol Bus Lines, Inc / dba Capitol Tours				
Ladies Shopping Weekend	11/11 – 14/2011	50	75	Shopping/dining venues
Perkiomen Tours & Travel, Inc.				
Biloxi Mississippi	10/18 – 21/2011	50	75	Tour options

June Lost Business: 1 lost business representing 35 passengers and 100 room nights

	Tour Date	PAX	Room Nights	Reason Cancelled
Michael Bland				
Family & Friends Fun Trip	7/7 – 11/2011	35	100	Hard to get responses from casino properties and rates too high.

Projects:

- **State Tourism Fam – focus on Student Travel** - June 21 – 22, 2011
- **IAGTO North America Conference Meeting** - June 30, 2011 @ IP Casino with State Tourism Office

Tradeshows:

- **NAJ Summit East** - New York, NY - June 14 – 16, 2011

Department-wide Activities:

- June 3, 2011: Meeting with the Big 3 – RE: Wish You Were Here Campaign
- June 6, 2011: Meeting with Alicia Cool – Oak Crest Mansion
- June 8, 2011: Opening Reception for Billfish Classic @ Isle Casino
- June 9, 2011: Ohr-O'Keefe Spring Fundraiser Event
- June 9, 2011: Nations Baseball Meeting
- June 10, 2011: Staff Meeting
- June 10, 2011: CB Base Client Appreciation Day
- June 13, 2011: Full Staff Meeting
- June 14, 2011: HCTC Tourism Luncheon
- June 15, 2011: DMO Meeting
- June 15, 2011: Attended Breakfast with the Mayor
- June 21, 2011: Fireball Run Meeting @ City of Gulfport
- June 21, 2011: HSMAI Gulf South Chapter Monthly Meeting
- June 21 – 22, 2011: Attended MTA Media Day and Committee Meeting
- June 21-23, 2011: Worked booth for MS Association of Supervisors
- June 24, 2011: Sales Staff Meeting
- June 27, 2011: Full Staff Meeting and Northstar webinar
- June 28, 2011: Meeting with MS Coaches Association

- June 28, 2011: Attended Ribbon Cutting / Lunch – Oak Crest Mansion
- June 27- 29, 2011: Worked booth for MS Municipal League

Beverly Martin
Marketing report

MARKETING DEPARTMENT ACTIVITY FOR JUNE 2011

Janice Jones, Manager, Internet/E-Marketing Manager

- Reviewed Google alerts for articles
- Fielded numerous advertising opportunities and forwarded to ad agency for point of view
- Department monthly report
- Worked on the New York trip
- Responded to tourism stats requests
- Wrote the press release for Janet McCarroll being awarded the 2010 “Billy Creel” award
- **Articles identified - Golf.com, Sun Herald, Gulfcoastnews.com, USAirways inflight Magazine, Atlanta Journal Constitution, Huntsville Times, Squidoo.com, MPB radio interview, Traveling Golfer, Laurel Leader Call**
- Worked on Fun Times Guide proofing and receiving 100,000 here and 75,000 at USA 800
- Proofed the Billy creel program – created PowerPoint presentation
- Completed web site audit for Mr. Montana
- Updated web site homepage – Official CVB Minutes – Occupancy reports – Events calendar PDF – Volunteer opportunities – Must Do Events Flyout – Staff listing – Fun Times Guide links to virtual guide updated for new guide, new cover posted in Saved Elements
- **10 Ads received for approval: August Connect & Collaborate, Facilities & Destinations ad, O Magazine September co-op ad, Travel 50 and Beyond, Saltwater Sportsman, Golf Digest mini brochure/cover, Southern Living September, Connect & Collaborate August, Meetings South, Convention South August, Sportfishing, Fall Travel Planner**
- Communication with Fireball Run representatives regarding Gulfport page (article written and sent) and QR codes on car – Created URL www.gulfcoast.org/fireballrun2011 for QR code
- Sent O Magazine co-op ad offer to the Marketing Partner meeting list, deadline June 10
- Updated landing URL pages for Travel 50 and Beyond fall ad, September O Magazine, Saltwater Magazine, Golf,
- Sent a meeting room/advertising trade request from WJTV Channel 12-Jackson to appropriate lodging/meeting properties
- B-roll request from Beau Rivage fulfilled with the no talent copy and delivered by Linda Robinson
- Assisted Tim Baines, **Toronto Sun**, in getting pictures of Shell Landing Golf Course for a follow up article Mississippi Gulf & Blues trip in May
- Responded to request from Sweet Peppers Deli regarding their not being listed in the Fun Times Guide. Ms. Martin gave the directive that we include them next time since they are a Mississippi Company.
- Consumer newsletter for July – Celebrating Freedom on the Mississippi Gulf Coast
- Janet Leach requested assistance in setting up a press trip for Christopher Korchin with enRoute Magazine – Canadian publication Mary Stratton Smith met with during Pow Wow. State is paying air fare and setting up room/golf accommodations. Our office would be responsible for “other” activities and meals. Possible transportation from New Orleans Airport. I communicated with Taryn, Gary, Annette and copied Crystal
- Wrote a partial article for Tony Bartlett for **Meeting South** giving him additional information on meeting on the Mississippi Gulf Coast and updates on Maritime & Seafood Industry Museum and Palace Casino.
- **Wall Street Journal** – Maura Webber Sadovi, asked about the recovery of the casinos since Katrina and the oil spill

Taryn Sammons, Manager, Social Media/Media Relations

- Daily Google Alerts reviewed for articles
- Approved CleanPix requests: Mary Anne Mason with **visitsouth.com**, for Randy Pittman with the **University of Mississippi School of Pharmacy United States**, Lori Burke with **CBRE**, Drew

Taylor with *Elite Traveler Magazine*, Timothy Herrick, Editorial Director with *Facilities & Destinations*, Elsbeth Russell with *LSAE*, Linda Buford-Burks with the *Mississippi School Boards Association*, Romain Chereau with *Cercle des Vacances*, Christy Melbourne with *MDOT*, David Owens with the *Laurel Leader-Call*

- Youtube - Uploaded *Oak Crest Mansion Inn* video, *Hampton Inn, Gulfport*, unveiling of the new *Country Music Marker* in Vancleave.
- Janet McCarroll press release emailed to local and regional media outlets. Mary Perez at *The Sun Herald*, Keith Burton with *Gulf Coast News* requested a photo of Janet McCarroll. Lori Beth Susman with *South MS Living* and Lindsay Knowles with *Sun Herald* requested Janet's bio and photo
- Worked on New York trip – contacted people for appointments, made press kits for trip
- Contacted Sandy Bynum with MDA regarding Media FAM scheduled for Tuesday, June 7.
- Facebook-Twitter daily updates - Posted rules for June photo contest on Facebook and linked the post to Twitter – posted over 100 images - Emailed winner of May photo contest notification that she won. - Contacted Marketing Partners about participating in the June Photo Contest and throughout the year - Created Circus and Scrapin the Coast contests for Facebook - Posted Social Media Poll to Facebook – Posted Gulf Islands Waterpark press release
- Worked on the Fireball Run 2011 Adventurally
- Scanned and emailed CRM Inventory Module reference guide to Susan Remarcik, Convention Services Manager, for future use. A result of the CVB Summit I attended last month
- Fun Times Guide proofing
- Sent requested photos to Deborah Storey from the *Huntsville Times*. These photos were requested to go with the press release that was sent on May 25.
- Responded to request from Michael at *South Mississippi Living* regarding media tickets for the Billy Creel Award Luncheon.
- Helped Lori with completing a sales lead
- Edited Sherry Jackson's article for bootsnall.com and sent her requested pictures to be ran with the article. (Sherry attended the Mardi Gras FAM for Dragonfly Ventures and Roy Barnes from bootsnall.com also attended.)
- Sent lead for *Cruisin' Style Magazine* writer's trip in October.
- Followed up with Stephanie Granada with *Southern Living Magazine* about some info I provided her with in early March about outdoor dinner parties.
- Emailed Joseph Doane with *Bus Tours Magazine* on an editorial I sent him earlier this year and whether or not it had been published.
- Wrote article for *LSAE* for meeting planners, submitted article to Debbie with *TN Motor Coach Association* info and pictures for the July online edition of their newsletter, 2 articles for July E-News
- Emailed Chip with CleanPix because our public view site wasn't working
- Responded to an email from Clark Freeman with *AJC* about updates on the coast
- Responded to an email from Charles and Mary Love from *Charleston Style & Design* about planning a press trip for late summer
- Phone conversation with Jennifer from *Convention South Magazine*. Emailed her ideas for meetings in D'Iberville, focusing on new developments, and also general meeting information for Biloxi and the link to CleanPix
- Emailed Matthew Robinson about upcoming press trip and potential attraction ideas for him and his wife to visit.
- Updated *wegoplaces.com* for many local attractions by adding Facebook pages.
- Talked to Kara Kimbrough with the *Laurel Leader-Call*. Emailed her events happening 4th of July weekend with a couple quotes for an upcoming article
- Responded to voicemail via email to Laura Williams with the *Austin Monthly* about potential advertising ventures.
- Janet Leach requested assistance in setting up a press trip for Christopher Korchin with enRoute Magazine – Canadian publication Mary Stratton Smith met with during Pow Wow. State is paying air fare and setting up room/golf accommodations. I will be responsible for "other" activities and meals. Possible transportation from New Orleans Airport.

Jaffe Perniciaro, Tourist Information Specialist

- Added 17 new coupons to website - renewed 27 that were expiring end of month.
- 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:
Success Cottage, St. Martin's Chapel Under the Oaks, Negrotto Gallery event, Hawaiian Dance Party, Eudora Welty Exhibit, Annual Ultimate Elvis Competition, MS Walk for Diabetes, Stacked Grill @ Palace, Contact Lounge & Sports Bar @ Palace, Biloxi Movie Night, Two Walter Anderson Play Productions, CPR Fest XV, Center Stage Production, Boys & Girls Steak & Stake Under the Big Top, Mezo's Juke Joint, Magnolia Bay Hotel & Suites (Old Crystal Inn), EO II Club, Success Cottage, 5K Night Fun Run Walk For AHA, Wine, Women & Watercolor @ Caboose Art Gallery, Ocean Spring Renaissance Faire & King's Feast, Ohr Art Exhibit & Signing, Oak Crest Dinner Theatre & Titanic Remembrance Dinner
- Answered numerous tourism inquiries by telephone & email
- Delivered 50 cases Fun Time Guides & 2 cases map pads & 4 cases of Summer Calendars throughout first part of the month myself – trained Derek (summer hire) remainder of month

Linda Robinson, Administrative Research Assistant

- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society.
- Fulfilled requests for Fun Time Guides and attraction information
- Checked magazines and publications for write-ups and ads
- Assisted as Tourism Receptionist
- Review Big 3 jobs and ads for approval: August Connect & Collaborate, Revised Billy Creel Luncheon Program, Facilities & Destinations Mid Market Review ad, July Connect & Collaborate Banner ad; Travel 50 Fall Planner; August edition of Convention South ad; September ad for Connect and Collaborate; September issue of Meetings South ad; September issue Southern Living ad; August Saltwater Fishing Ad; Golf Digest Mini Brochure Cover; Summer Campaign job form; Leisure Group Travel job form; NTA Courier job form; Fun Times Guide job forms; Miss Business Journal Convention Edition open job form; O Magazine ad for September;
- Updated website listings: Media & Broadcast, Shopping and Restaurants
- Exported data from tour of homes event survey into survey monkey
- Compiled data on organizations that received MDA Tourism Grant funds
- Assisted with proofreading and editing the events calendar.
- Approved cleanpix image for G. Douglas Dreisbach, editor of **Southern Gaming**
- Transcribed meeting minutes
- Prepared correspondence to organizations who received sponsorship: Real Cowboy Association, NGA/Hooters Professional Golf Tour, Mississippi Hospitality & Restaurant Association, Southern Gaming Magazine

Meetings Attended

- June 2 – lunch with John McFarland; Attractions Association membership meeting
- June 3 – Full staff meeting; Business Council Luncheon
- June 6 – Oakcrest Mansion representatives
- June 7 – MDA Media Fam
- June 9 – HSMAI Conference Call
- June 10 - Customer Appreciation Day at the Seabee Base in Gulfport
- June 11 – PRAM luncheon
- June 13 – Staff Meeting
- June 14 – Billy Creel Luncheon; Stacy Adams and Renee Smith with *SkyVision Magazine* about future advertising opportunities
- June 15 – Monthly Simpleview call with Christina Day; DMO meeting – John McFarland
- June 16 – Mississippi Magazine – ishopms.org; Ribbon Cutting for Long Beach Chamber – Fire Department
- June 20 –99,500 Fun Times Guide delivered
- June 21 – HCTC meeting
- June 27 – Full staff meeting; North Star Strategies webinar – Oil Spill Perceptions report
- June 28 – Oakcrest Mansion luncheon – ribbon cutting; Mississippi Municipal League booth

Attractions Association Board Meeting

- June 30 – Mobile Marketing webinar – Simpleview

STATE/COUNTRY	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	TOTAL
Alabama	172	227	3,851	35	77	137	462	626	283	5,870
Alaska	1	1			6	2	8	1	5	24
Arizona	14	26	16	6	30	38	74	91	91	386
Arkansas	39	36	21	38	70	128	126	398	218	1,074
California	93	62	31	13	40	108	220	205	307	1,079
Colorado	18	24	17	10	58	34	72	66	57	356
Connecticut	22	13	12	5	8	29	73	49	56	267
Delaware	8	5	3	1	4	12	21	14	14	82
Florida	143	119	63	57	89	174	515	413	460	2,033
Georgia	279	393	6,061	56	72	113	271	926	270	8,441
Hawaii	3	4	3			1	7	6	11	35
Idaho	11	6	1	3	23	2	10	12	18	86
Illinois	139	109	93	62	171	316	607	379	305	2,181
Indiana	121	59	114	46	84	177	420	161	215	1,397
Iowa	25	31	24	26	49	77	104	61	60	457
Kansas	26	37	22	18	83	47	71	62	100	466
Kentucky	184	209	30	18	45	120	215	481	162	1,464
Louisiana	73	51	2,437	54	97	196	423	608	457	4,396
Maine	8	7	2	1	3	11	20	11	10	73
Maryland	27	18	9	11	10	32	99	64	77	347
Massachusetts	29	22	10	2	17	34	83	59	54	310
Michigan	98	51	70	33	86	238	310	134	177	1,197
Minnesota	38	26	33	28	50	124	133	80	84	596
Mississippi	147	159	3,000	97	125	190	292	535	376	4,921
Missouri	59	95	71	81	147	194	371	260	246	1,524
Montana	5	1	1		5	4	6	10	10	42
Nebraska	13	22	6	3	63	25	34	38	47	251
Nevada	18	5	2	2	11	22	22	19	34	135
New Hampshire	7	1		2	3	13	20	10	9	65
New Jersey	56	30	22	7	23	65	274	120	99	696
New Mexico	6	8	6	3	24	12	41	27	34	161
New York	105	60	44	25	46	117	279	209	235	1,120
North Carolina	293	415	22	19	32	71	245	548	173	1,818
North Dakota		7	2		5	3	4	5	8	34
Ohio	148	107	195	39	109	273	926	992	398	3,187

Oklahoma	25	31	15	21	82	38	136	347	109	804
Oregon	27	15	7	3	41	13	35	36	51	228
Pennsylvania	99	61	37	11	40	85	351	211	227	1,122
Rhode Island	5	6	1		2	12	9	11	12	58
South Carolina	105	177	13	12	18	35	90	267	80	797
South Dakota	5	2	1	2	4	9	5	9	12	49
Tennessee	297	278	5,312	49	95	189	316	752	318	7,606
Texas	175	132	91	76	183	495	865	1,716	722	4,455
Utah	4	6	3	1	4	11	20	19	23	91
Vermont	4	1		2	6	2	9	3	7	34
Virginia	166	262	8	17	26	55	120	372	159	1,185
Washington										0
Washington DC	3	1	1	2	1	4	5	4	4	25
West Virginia	64	31	10	10	17	54	121	114	166	587
Wisconsin	60	50	46	43	94	166	304	107	101	971
Wyoming	4	2	1	3	4	1	4	1	7	27
Total States	3,471	3,501	21,840	1,053	2,382	4,308	9,248	11,649	7,158	64,610

**STATE/COUNTRY
JUNE 2011**

Texas	722
Florida	460
Louisiana	457
Ohio	398
Mississippi	376
Tennessee	318
California	307
Illinois	305
Alabama	283
Georgia	270

**Year to date 2010-
2011**

Georgia	8441
Tennessee	7606
Alabama	5870
Mississippi	4921
Texas	4455
Louisiana	4396
Ohio	3187
Illinois	2181
Florida	2033
North Carolina	1818

Canada 202

Ad Source	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Totals
AAA Southern Traveler	3	1	4	8	13	14	12	4	12	71
America's Best Vacations	1,185	1,860	20,451	-	1	3	2	4,002	99	27,603
ANOTHER WEB SITE	-	33	29	94	104	110	89	77	120	656
Arthur Frommer Budget Travel	354	53	10	2	3	-	5	1	3	431
BANNER ADVERTISEMENT	2	1	2	1	4	5	1	5	3	24
Better Homes & Gardens		2	2		1	8				

	1			4			777	761	878	2,434
City/Regional Magazine Insert	1	2	3	1	1	1	2		1	12
Don't Know/Refused	28	21	11	16	4	22	46	25	19	192
Explore the Southeast Spring						2	3,642	1	3	3,648
Fall Travel Planner			1	1	-	-		2	3	7
Family Circle	145	125	-	4	643	452	808	616	116	2,909
FRIEND OR FAMILY MEMBER	23	25	20	61	58	66	51	53	83	440
Go Magazine (Air Tran Magazine)							1	1		2
Golf Digest					2	2	2			6
Mississippi Tour Guide	24	23	22	50	37	50	43	32	51	332
OPRAH Magazine	1,327	1,047	968	7	722		2,575	1,376	3,118	11,140
Radio	3	5	3	3	4	2,778	1	3	4	2,804
Saltwater Sportsman					1	1		1	1	4
SEARCH ENGINE	140	112	123	298	272	286	238	254	344	2,067
Southern Breeze	-	1	-	2	1	3	1	1		9
Southern Living	48	47	23	36	49	36	486	713	585	2,023
Spring Travel Planner 2009	-	1	-	2	-	6	1	1,787	37	1,834
Spring Travel Planner 2011							91			91
State Referrals	-	1	2	3	5	5	4	5	4	29
STS Spring Insert								1,551	1,063	2,614
Television or Radio Ad	6	18	24	37	37	55	23	27	63	290
Travel 50 & Beyond	1	-	-	1	2	5	4	4	177	194
TravelMeredith.com	4	2	2	2	1	3	8	4	3	29
Unknown/Newspaper/Magazine	69	79	66	143	183	208	181	193	243	1,365
Web	148	101	117	319	314	323	299	299	360	2,280
TOTALS	3,512	3,560	21,883	1,095	2,462	4,444	9,393	11,798	7,393	65,540

**TOP 10 AD SOURCES JUNE
2011**

OPRAH Magazine	3,118
STS Spring Insert	1,063
Better Homes & Gardens	878

Top Ad Sources Year-to-Date

America's Best Vacations	27,603
OPRAH Magazine	11,140
Explore the Southeast Spring	3,648

Southern Living	585
Web	360
SEARCH ENGINE	344
Unknown/Newspaper/Magazine	243
Travel 50 & Beyond	177
ANOTHER WEB SITE	120
Family Circle	116

Family Circle	2,909
Radio	2,804
STS Spring Insert	2,614
Better Homes & Gardens	2,434
Web	2,280
SEARCH ENGINE	2,067
Southern Living	2,023

Visitors Overview

June 1, 2011 – June 30, 2011

97,507 people visited this site

- 123,038 [Visits](#)
- 97,507 [Absolute Unique Visitors](#)
- 707,757 [Pageviews](#)
- 5.75 [Average Pageviews](#)
- 00:05:50 [Time on Site](#)
- 32.36% [Bounce Rate](#)
- 69.48% [New Visits](#)

Mobile visits – June 2011 vs. June 2010

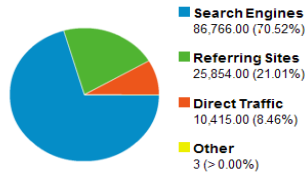
2011 Visits = 13,789
 2010 Visits = 4,567 (**201.93%**)

New VS. Returning

Visitor Type	Visits	% visits
New Visitor	85,645	69.61%
Returning Visitor	37,393	30.39%

All traffic sources sent a total of 123,038 visits

- 8.46%** Direct Traffic
- 21.01%** Referring Sites
- 70.52%** Search Engines

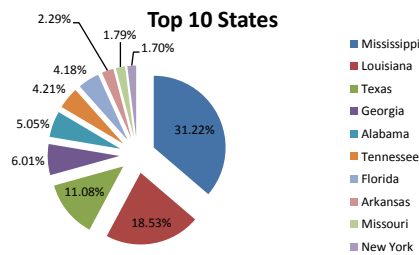


Top 10 Search Engines (70.52%)

Visits 86,766 % of Site Total: 70.52%		Pages/Visit 5.57 Site Avg: 5.75 (-3.16%)	Avg. Time on Site 00:05:32 Site Avg: 00:05:50 (-4.91%)
Visits		Pages/Visit	
1.	google	64,446	5.21
2.	yahoo	9,470	6.61
3.	bing	8,295	6.57
4.	search	1,793	7.07
5.	aol	1,683	6.41
6.	ask	1,066	6.74
7.	mamma	4	3.25
8.	msn	3	2.00
9.	netscape	3	11.33
10.	lycos	2	9.50

Referring Sites (21.01%)

Visits 25,854 % of Site Total: 21.01%		Pages/Visit 6.71 Site Avg: 5.75 (16.58%)	Avg. Time on Site 00:07:02 Site Avg: 00:05:50 (20.78%)
Visits		Pages/Visit	
1.	biloxi.ms.us	14,012	8.03
2.	google.com	1,202	3.14
3.	172.16.254.254 (cgibin)	982	1.39
4.	visitscoast.org	843	7.35
5.	mississippi.gov	785	5.33
6.	search.mywebsearch.com	524	6.53
7.	facebook.com	519	3.48
8.	keesler.af.mil	511	4.75
9.	mscoastcoliseum.com	392	4.81
10.	answers.yahoo.com	231	10.54



Visits 121,564 % of Site Total: 98.80%		Pages/Visit 5.78 Site Avg: 5.75 (0.43%)	Avg. Time on Site 00:05:51 Site Avg: 00:05:50 (0.52%)	% New Visits 69.44% Site Avg: 69.48% (-0.06%)	Bounce Rate 32.16% Site Avg: 32.36% (-0.62%)	
Visits		Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1.	Mississippi	37,955	5.27	00:05:25	59.97%	36.79%
2.	Louisiana	22,526	6.64	00:06:30	72.20%	26.15%
3.	Texas	13,470	5.67	00:05:41	73.58%	31.09%
4.	Georgia	7,305	4.68	00:04:48	72.25%	40.05%
5.	Alabama	6,137	5.97	00:06:00	76.67%	28.92%
6.	Tennessee	5,117	7.01	00:07:02	75.53%	23.18%
7.	Florida	5,082	5.12	00:05:17	76.76%	34.61%
8.	Arkansas	2,781	7.90	00:08:00	72.46%	20.71%
9.	Missouri	2,181	7.30	00:07:31	72.86%	24.16%
10.	New York	2,067	4.28	00:05:10	74.79%	44.32%

Top 10 Countries

Visits 123,038 % of Site Total: 100.00%		Pages/Visit 5.75 Site Avg: 5.75 (0.00%)	Avg. Time on Site 00:05:50 Site Avg: 00:05:50 (0.00%)	% New Visits 69.61% Site Avg: 69.48% (0.18%)	Bounce Rate 32.36% Site Avg: 32.36% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1.	United States	121,564	5.78	00:05:51	69.44%	32.16%
2.	Canada	288	5.26	00:04:58	84.38%	33.33%
3.	United Kingdom	182	4.69	00:04:34	78.57%	35.71%
4.	Germany	109	4.26	00:03:57	95.41%	51.38%
5.	(not set)	95	3.64	00:03:28	82.11%	45.26%
6.	India	52	2.06	00:02:30	98.08%	55.77%
7.	Panama	44	1.23	00:00:42	6.82%	90.91%
8.	Mexico	42	4.83	00:04:14	83.33%	35.71%
9.	Netherlands	37	4.43	00:03:03	86.49%	43.24%
10.	Japan	36	3.33	00:03:01	77.78%	36.11%

Commissioner Martin made the motion to ENTER Closed Session to discuss the need for an Executive Session to discuss personnel matters. 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

Commissioner Martin made the motion to ENTER into Executive Session, to discuss personnel matters. 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

Legal Counsel reported No Action was taken, reports only.

Bill Holmes reported on the following items:

- Motley Crew great concert; Black Rodeo coming in; CPR Fest; 3 potential hotels

Reminders:

5. MS Hotel & Lodging Assn meeting – Wednesday, July 20th – 4pm – Isle Casino Resort, Biloxi Beach – Commissioner Martin/Carter
6. Airport Authority meeting – Wednesday, July 20th @ 1:30pm – Commissioner Carter
7. MS Coast Coliseum & Convention Center meeting – Thursday, July 21st 10:30 am – Commissioner Martin
8. Gulf Coast Business Council – Tuesday, July 27th – 8am – Commissioner Hansen
9. Harrison County Board of Supervisors – Monday, August 1st – 9:30 am – Gulfport – Commissioner Martin
10. Airport Authority meeting – Wednesday, August 3rd @ 1:30pm – Commissioner Carter
11. Harrison County Board of Supervisors – Monday, August 8th – 9:30am – Biloxi

12. Biloxi Main Street – Monday, August 8th – Bond Grand House – Commissioner Rizzardi
13. Executive Director monthly meeting – Wednesday, August 10th – 8am – Hilton Garden Inn, Gulfport – Commissioner Hansen
14. HCTC meeting – Tuesday, August 16th – 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 -----	Absent & Excused
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 19, 2011.

**HARRISON COUNTY TOURISM COMMISSION
SPECIAL MEETING ~ OFFICIAL MINUTES
JULY 25, 2011**

The Harrison County Tourism Commission met Monday, July 25, 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; Beverly Martin, secretary; Drew Allen, treasurer; John Carter; Judge Danny Guice; Danny Hansen; Jon Lucas; Wilma Rizzardi; Bill Holmes, ex-officio

HCTC Staff Members Present: Crystal Johnson, director, sales; Traci Dauro, executive assistant

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Ted Riemann, Andy Hurt, the Big Three; Scott Ratcliff, MS Sports Commission; Mary C. Spain, Beau Rivage; Mary Perez, Sun Herald; Jeff Lawson, WLOX

Commissioner Montana called the meeting to order. The reason for the Special meeting is to approve the Executive Director contract and other personnel items as stated.

Commissioner Hansen made the motion to accept the agenda as presented. Seconded by Commissioner Guice, 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 -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 25, 2011.

Old Business

Commissioner Hansen made the motion to approve the new job description for the Director of Sports/Outdoor marketing position and advertise as necessary for the position. 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 -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 25, 2011.

Commissioner Martin made the motion authorizing the Commission President and Secretary to execute the employment contract for Beth Carrier, Executive Director effective August 1, 2011. Seconded by Commissioner Guice, the president called the question, with the following results:

<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>Bill Holmes</i> <i>Ex-Officio</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>	

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 -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 25, 2011.

Reminders:

15. Gulf Coast Business Council – Tuesday, July 27th – 8am – Commissioner Hansen
16. Harrison County Board of Supervisors – Monday, August 1st – 9:30 am – Gulfport – Commissioner Martin
17. Airport Authority meeting – Wednesday, August 3rd @ 1:30pm – Commissioner Carter
18. Harrison County Board of Supervisors – Monday, August 8th – 9:30am – Biloxi
19. Biloxi Main Street – Monday, August 8th – Bond Grand House – Commissioner Rizzardi
20. Executive Director monthly meeting – Wednesday, August 10th – 8am – Hilton Garden Inn, Gulfport – Commissioner Hansen
21. HCTC meeting – Tuesday, August 16th – 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 -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted July 25, 2011.