

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
JUNE 16, 2009**

The Harrison County Tourism Commission met Tuesday, June 16, 2009 at 1:30 p.m., at its office located at 11975 Seaway Road, Gulfport, MS.

Commissioners Present: Kenneth Montana, vice president; Rip Daniels secretary; Drew Allen, treasurer; Judge Danny Guice; Wilma Rizzardi; Gary Ponthieux; Greg Van Stone

Commissioners Absent: Beverly Martin, president; Nicky Creel

HCTC Staff Members Present: Janice Jones, manager, public relations; Traci Dauro, manager

Others Present: Hugh Keating, legal counsel; Linda Hornsby, MS Hotel & Lodging Assn; Laura Hasty, Reed Guice, Ted Riemann, the Big Three; Kenny Glavan, Holiday Inn Gardens; Kit Musgrove, Shular Company; Marty Sutherland, Compass Marketing

Vice President Montana called the meeting to order.

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

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	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 June 16, 2009.

Public

Linda Hornsby, MS Hotel & Lodging Assn., reported on the April hotel room sales tax.

Kevin Drum, MS Gulf Coast Golf Assn reported golf rounds are down as per previous year, but summer bookings looking better.

Berinda Logan, MS Hospitality & Rest Assn, briefed the Commission on Chef's of the Coast being held September 30, 2009 at the Oak Crest Mansion Inn, Pass Christian.

Minutes

Commissioner Rizzardi made a motion to accept the minutes from the April 29, 2009 meeting as presented. Seconded by Commissioner Allen, the vice president called the question, with the following results:

<i>Beverly Martin</i> <i>President</i>	<i>Kenneth Montana</i> <i>Vice President</i>	<i>Drew Allen</i> <i>Treasurer</i>	<i>Rip Daniels</i> <i>Secretary</i>	<i>Hugh Keating</i> <i>Legal Counsel</i>	<i>Richard Forester</i> <i>Executive Director</i>
<i>Nicky Creel</i> <i>Commissioner</i>	<i>Danny Guice</i> <i>Commissioner</i>	<i>Gary Ponthieux</i> <i>Commissioner</i>	<i>Wilma Rizzardi</i> <i>Commissioner</i>	<i>Greg Van Stone</i> <i>Commissioner</i>	<i>Bill Holmes</i> <i>Ex-Officio</i>

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	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 June 16, 2009.

Commissioner Rizzardi made a motion to accept the minutes from the May 19, 2009 meeting as presented. Seconded by Commissioner Guice, the vice president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	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 June 16, 2009.

Treasurer's Report

Commissioner Allen reported the June 16, 2009, disbursements as follows: check disbursements for 06/16/09--\$180,900.16; total travel advance/reimbursements for May 2009 -- \$7,675.47; grand total disbursements--\$188,575.63. Commissioner Allen moved these disbursements be approved. Seconded by Commissioner Rizzardi, the vice president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	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 June 16, 2009.

Commissioner Allen presented the May 31, 2009, financial statements, reporting total assets of \$3,048,758.12; total liabilities \$100,544.79; total fund balance \$2,948,213.33; total liabilities & fund balance \$3,048,758.12; current revenue \$304,648.65; current expenditures \$576,239.53; for a net loss of (\$271,590.88). Commissioner Guice moved these financial statements be approved. Seconded by Commissioner Daniels, the vice president called the question with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes

Commissioner Ponthieux 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 June 16, 2009.

Commissioner Allen reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for June 16, 2009 – actual 3% collection was \$271,532.11 with HCTC's 2.25% share being \$203,649.08 for a -15.71% change in total collection, and total loss of -9.62% year to year change, reflecting just this month's collections.

Commissioner Allen reported on the revenue received from World Choice Travel commission revenue for May 19, 2009 in the amount of \$791.80, for a total of \$4,254.62, since October 2008.

Commissioner Allen made the motion to authorize negotiations with Dean Fletcher, of Culumber, Fletcher, Harvey & Assoc. to perform audit for fy 2008/2009. Seconded by Commissioner Van Stone, the vice president called the question, with the following results:

Commissioner Allen Voted -----Yes
Commissioner Creel Voted -----Absent
Commissioner Daniels Voted -----Yes
Commissioner Guice Voted -----Yes
Commissioner Martin Voted -----Absent
Commissioner Rizzardi Voted -----Yes
Commissioner Ponthieux 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 June 16, 2009.

The Tourism Commission would like to present the HC Board of Supervisors with a State of Tourism report on lost revenue as of date for fy 2008/2009.

Old Business

Commissioner Rizzardi made the motion to approve the request to sponsor for the 27th Annual Chef's of the Coast Food & Wine Festival– Hospitality Cup sponsor in the amount of \$5,500 being held September 20, 2009 at the Oak Crest Mansion Inn, Pass Christian. Seconded by Commissioner Van Stone, the vice president called the question, with the following results:

Commissioner Allen Voted -----Yes
Commissioner Creel Voted -----Absent
Commissioner Daniels Voted -----Yes
Commissioner Guice Voted -----Yes
Commissioner Martin Voted -----Absent
Commissioner Rizzardi Voted -----Yes
Commissioner Ponthieux 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 June 16, 2009.

New Business

Commissioner Ponthieux made the motion to approve the request to host for the Tennessee Motor Coach Assn., 2011 Convention & Marketplace – being held January 30 – February 3, 2011, as a Co-Sponsorship of events with the State Division of Tourism in the amount of up to \$16,000. Seconded by Commissioner Guice, the vice president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	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 June 16, 2009.

Commissioner Daniels made the motion to approve the request for sponsorship of the MS State Conference NAACP, 4th Annual Mississippi Blues & Catfish Reception, Centennial National Convention of the NAACP, being held in New York being held July 15th at the Centennial MS Hospitality level in the amount of \$10,000. Also approving Seconded by Commissioner Van Stone, the vice president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	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 June 16, 2009.

Commissioner Guice made the motion to approve the request to attend for the TEAMS 2009, Travel, Events & Management in Sports Conference & Expo being held in New Orleans, LA from October 13 – 17, 2009 for Justin McGuffee to attend in the amount of up to \$2,145.00. Seconded by Commissioner Ponthieux, the vice president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	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 June 16, 2009.

Commissioner Guice made the motion to approve appointing a new Ad Hoc on Future Funding Task Force to consist of Linda Hornsby, Hotel & Lodging Assn, Berinda Logan, MS Hospitality & Rest Assn. and Greg Van Stone presenting the Commission. Seconded by Commissioner Rizzardi, the vice president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	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 June 16, 2009.

Legal Counsel Report

Mr. Keating has been in discussion with Mr. Forester and Linda Hornsby concerning the Certificate of Use guidelines. Will have ready at the next meeting for final approval.

HCTC Reports

Commissioner Daniels reported on the Advertising Committee meeting held Tuesday, May 21st with the following recommendations:

The Big Three presented an outline for the estimated cost for TV Network, Cable, Pay Per Inquiry summer campaign starting June 2009 – Sept 2009, will bring back to Committee with final listings and cost.

Commissioner Daniels requested this item be tabled until further time: Approve up to \$200,000 for FY 2009 for Hurricane preparedness advertising spot. Seconded by Commissioner Guice, the vice president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	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 June 16, 2009.

Commissioner Montana reported on the brief meeting to discuss the Harrison County Fairgrounds, June 3, 2009. No action was taken at the meeting, information only.

Commissioner Daniels reported on the Advertising Committee meeting held Monday, June 8th with the following recommendations:

Commissioner Ponthieux made the motion to approve the Summer Campaign for the following items, allocation of up to \$50,000 for PPI (Pay Per Inquiry), Cable up to \$100,000, TV Network up to \$200,000 for a total of \$360,000 – which also includes \$10,000 for commercial spot. Seconded by Commissioner Rizzardi, the vice president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	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 June 16, 2009.

The Committee discussed the following items for information only:

- o DVD update
- o Summer Radio spot – will have recommendation for the Big Three by June 25th
- o Commerical spot of telephone on hold system – Big Three will work Nicole
- o Destination jingle by Clear Channel – Big Three will make recommendation
- o Bayou Classic – Nov 27 -28, 2009 – New Orleans – Big Three will make a recommendation

Commissioner Daniels made the motion to approve the Airport/Casino Co-op Sales Blitz for Atlanta starting June 23rd – 26th with scheduled meetings and Tampa beginning June 26th – 29th with scheduled meetings approve up to \$2,500 for each and approve for Richard Forester and another staff person to attend. Seconded by Commissioner Guice, the vice president called the question, with the following results:

Commissioner Allen	Voted -----Yes
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Martin	Voted -----Absent
Commissioner Rizzardi	Voted -----Yes
Commissioner Ponthieux	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 June 16, 2009.

MS Coast Coliseum & Convention Center, Bill Holmes – representative not present

Executive report

Since the last meeting of the Commission, I have met again with representatives of the marketing/business school at Gulf Coast Community College concerning the surveys to be conducted this summer. Two classes will participate. We have obtained permission from several sites to allow the students' access to visitors. We need to get permission from some of the casinos to facilitate this and also need to obtain some type of incentive for people to submit to the survey. We hope to get at least 400 surveys by the end of the summer. This will give us a broader picture of our customers. We will use the information obtained to refine our marketing to attract more visitors.

I met with Crystal Johnson after her baby was born and we discussed direction for the sales department in her absence. I have taken over as interim sales director, but Crystal is keeping up with what's going on and providing input and support. We have had one visit from Miss Abigail and she is a doll.

Our voice mail system crashed this past month, as some of you may have noted. We met with our supplier to get a replacement installed which took about a week. We have changed the settings on the system so that the automatic attendant does not answer the phone first. The phone will ring for about 4 rings and if our receptionist does not pick it up, then the automatic attendant will. We want a human to answer the phone first, if at all possible. We have also made some changes in the messages you hear while on hold and are looking into the possibility of placing some type of sell message on the on hold system that will provide updated information on what is going on locally to those waiting for their call to be picked up.

Linda Stewart and I met with Rodney LaFontaine with the IP to discuss arrangements for the Alabama and South Central Motorcoach Assn. We will host an event at their meeting in Mobile this summer, and then host them here next year. Mr. LaFontaine informed us that we did, in fact, get

overnight business, particularly from the South Central group, including Texas, prior to the storm. After Katrina several operators took their overnight business to Philadelphia. Mr. LaFontaine believes that when we get them here next year and show them all that we have now, we can regain the overnight business.

I have done several interview this month, including one for Conventions & Meetings magazine, appeared on the Sunday night Extra with Dave Elliot, and did a live hour interview on VVTNI with Will Sackett. I also was asked to be interviewed by representatives of the Ohr Museum for a special video they are producing to be premiered with the kick off of their new fund raising campaign.

Marketing staff and I met with the Big 3 for a brief on the new destination DVD we will be producing in the next month or so. This will be a strong piece of our marketing and sales efforts when completed.

In addition I have attended meetings of the following committees and groups;
 Harrison Co. Beautification, prep for Governors Conf. 2 Ad
 committee meetings

The MS. Gulf Coast Coliseum/Convention Center Commission The
 Gulf Coast Business Council

Main St. Biloxi Board of Directors

Gulf Coast Chamber of Commerce Board of Directors The Gulf
 Coast Executive Directors

Airport Board of Directors

On Friday morning, June 12th I will greet the MS. Assn. of Education Office Professionals

I leave around noon for New York and the MS. Picnic in the Park on Sat. June 13th. I have several media appointments while in NYC including being interview live on Sunday afternoon on a travel show aired by WABC in NY. , meeting with a representative of African American Golfer and also an appointment with Meetings and Facilities Magazine.

Sales report

Booked Business: 15 booked leads representing 2,440 room nights / 1,644 attendees.

	Mtg Date	Definite Date	Delegates	Total RN	Location
Bryant Family Reunion 2009					
Bryant Family Reunion 2009 [3802]	8/12/2009	5/27/2009	150	100	Quality Inn Biloxi
Logan Family Reunion 2009					
Logan Family Reunion [3798]	7/17/2009	5/27/2009	50	50	Holiday Inn Airport Gulfport
Thigpen Family Reunion					
Thigpen Family Reunion [3787]	7/9/2009	5/27/2009	50	150	Sterling Resorts
USS Truckee AO-147					
2010 Reunion [3751]	9/22/2010	5/28/2009	120	172	Holiday Inn Airport Gulfport
29th Radio Squadron Mobile					
2009 Reunion [3867]	11/8/2009	5/28/2009	50	75	Quality Inn Biloxi
Walker/Acosta Family Reunion					
Walker/Acosta Family Reunion [3753]	6/12/2009	5/6/2009	44	36	Courtyard by Marriott
Gulfport Yacht Club					

Challenge Cup [3857]	6/18/2009	5/15/2009	15	45	Hilton Garden Inn
Galloway Regatta [3859]	8/15/2009	5/15/2009	15	15	Hilton Garden Inn
New Orleans to Gulfport Race [3856]	6/13/2009	5/15/2009	15	25	Hilton Garden Inn
Weathery Regatta [3858]	8/1/2009	5/15/2009	15	25	Hilton Garden Inn
Mississippi Association of Dispensing Opticians					
2009 MS Opticians Meeting [3833]	4/16/2009	5/12/2009	100	115	IP Casino Resort
Mississippi Petroleum Marketers & Convenience Stores Association					
Mississippi Petroleum Marketers & Convenience Stores Association [3882]	7/29/2009	5/27/2009	200	722	Beau Rivage
Mississippi Psychological Association					
2009 Annual Convention [3828]	9/29/2009	5/13/2009	100	115	Courtyard by Marriott
Mississippi School Nutrition Association					
2010 Annual Convention [3515]	11/2/2010	5/18/2009	650	585	Beau Rivage
Mississippi Society of Radiological Technologists					
2009 Annual Conference [3779]	10/27/2009	5/27/2009	250	210	Courtyard by Marriott

Sales Leads:

April 2009: 33 leads representing 18,105 room nights / 7,774 attendees

Lost Business:

April 2009: 1 leads representing 82 room nights

	Mtg Date	Lost Date	Delegates	Total RNs	Reason
The Fund for American Studies					
2010 Leadership Conference [3822]	4/14/2010	5/7/2009	75	82	Group selected Ft. Myers / Naples, FL – Board Vote

Sports Marketing: May 27, 2009: Meeting with Vaughn Kelley regarding Softball Tournaments

Convention Services:

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
MS Credit Union Association	May 7 – 9, 2009	Beau Rivage	2 ppl @ 14 hours	Brochures, pens, notepads, bags	\$271.00	835
49 th Fighter Wing Association	May 10 – 13, 2009	Marriott Courtyard	1 person	Brochures	\$35.00	74
MS Department of Marine Resources	May 13 – 14, 2009	IP		Badges and brochures	\$60.25	Local
Southern States Mental Health Meeting	May 14 – 15, 2009	Beau Rivage		Bags, brochures, pens and notepads	\$39.00	Local

Total

\$405.25

909

Leisure Travel:

Tentative: 8 leads representing 2,365 room nights / 2,306 attendees

	PAX	Room Nights
Tourco, Inc. - Maine		
Tourco-FIT [88889]	1,460	730
Badger Tour and Travel		
Super Saver [88890]	200	400
Super Saver [88891]	200	400
Super Saver [88892]	200	400
Super Saver [88893]	100	200

Dickinson Travel		
Dickinson Travel - Leisure Trip [6617]	54	56
K. A. K. Adventures Tours		
K.A.K Adventures [80]	42	154
Perkiomen Tours & Travel Inc		
New Orleans - Deep South [6474]	50	25

Travel: USTA International POW WOW - May 16 – 21, 2009 - Miami, FL
 *Report to be turned in with June report.

Department-Wide Activities:

- May 6, 2009: MS Tourism Association Board Meeting
- May 5 - 7, 2009: Southern Gaming Summit
- May 5, 2009: Southern Gaming Summit Golf Tournament – Sunkist Country Club
- May 7, 2009: Site visit Gulfport Sportsplex with Rusty Ramage
- May 8, 2009: Site visit at Harrison County Fairgrounds – Mike McMillan
- May 8, 2009: Worked on National Tourism Week stuff
- May 8, 2009: Full Staff Meeting
- May 11, 2009: Billy Creel Tourism Luncheon
- May 11 – 15, 2009: Tourism Week activities
- May 12, 2009: HSMAI Gulf South Chapter Meeting
- May 18, 2009: Sales staff meeting
- May 19, 2009: HSMAI Gulf South Chapter new member blitz
- May 20, 2009: Meeting with Scott Ratcliff – MS Gulf Coast Sports Commission
- May 21, 2009: HSMAI Gulf South Chapter new member special event – Shrimp Tour
- May 21, 2009: Attended MPI Luncheon/meeting in Baton Rouge, LA
- May 26, 2009: Site tour @ Treasure Bay Casino
- May 28, 2009: Meeting with Scott Ratcliff re: two fishing events
- May 28, 2009: Site visit Quality Inn and Treasure Bay Casino

Reminders

1. Office closed – Monday, July 6th – Independence Day
2. Executive Committee meeting – Thursday, July 16th @ 1:30pm – Commissioners Martin; Montana; Daniels; Allen
3. HCTC meeting – Tuesday, July 21st @ 1:30 pm

Staff travel

1. HealthCare Conference – Tampa, FL - June 13th – 16th – Stewart
2. NAJ – New York – June 15th – 18th – Rand
3. Atlanta Co-op – June 23 – 26th – Forester
4. Tampa co-op – June 26 – 29th - Forester

Executive Session – None

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

- | | |
|------------------------|-------------------|
| Commissioner Allen | Voted -----Yes |
| Commissioner Creel | Voted -----Absent |
| Commissioner Daniels | Voted -----Yes |
| Commissioner Guice | Voted -----Yes |
| Commissioner Martin | Voted -----Absent |
| Commissioner Rizzardi | Voted -----Yes |
| Commissioner Ponthieux | 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 June 16, 2009.