

**HARRISON COUNTY TOURISM COMMISSION  
OFFICIAL MINUTES  
MARCH 15, 2011**

The Harrison County Tourism Commission met Tuesday, March 15, 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; Judge Danny Guice; Danny Hansen; Wilma Rizzardi; Bill Holmes, ex-officio

Commissioners absent: Drew Allen, treasurer; John Carter; Jon Lucas

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

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Ted Riemann, Andy Hurt, and Meredith Chase, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Marty Sutherland, and Dustin Gontarski, Compass Marketing; Bridget Varone, MS Hospitality & Rest Assn; Kevin Drum, MS Golf Association; Kit Musgrove, Shular properties; Emily Pickering, Gulf Coast Chamber of Commerce; Narissa Behrens, Hilton Garden Inn

Commissioner Montana called the meeting to order.

Commissioner Martin 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 -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Public

Linda Hornsby, MS Hotel & Lodging Assn, gave an account of the January hotel occupancy report. Mrs. Hornsby also discussed other states filing suit against online reservation systems for extra charges to the customer.

Woody Bailey, Smokin' the Sound appeared before the Commission to request they consider additional funding of the event being held May 12 – 22, 2011.

Minutes

Commissioner Hansen made a motion to accept the minutes from the February 15, 2011 meeting as presented. Seconded by Commissioner Allen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
Commissioner Daniels	Voted -----	Yes

<i>Kenneth Montana</i> <i>President</i>	<i>Rip Daniels</i> <i>Vice President</i>	<i>Drew Allen</i> <i>Treasurer</i>	<i>Beverly Martin</i> <i>Secretary</i>	<i>Hugh Keating</i> <i>Legal Counsel</i>	<i>Richard Forester</i> <i>Executive Director</i>
<i>John Carter</i> <i>Commissioner</i>	<i>Danny Guice</i> <i>Commissioner</i>	<i>Danny Hansen</i> <i>Commissioner</i>	<i>Jon Lucas</i> <i>Commissioner</i>	<i>Wilma Rizzardi</i> <i>Commissioner</i>	<i>Bill Holmes</i> <i>Ex-Officio</i>

Commissioner 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 March 15, 2011.

Treasurer's Report

Mr. Forester reported the March 15, 2011, disbursements as follows: check disbursements for 03/15/11-- \$296,756.69; total travel advance/reimbursements for February, 2011-- \$3,363.55; grand total disbursements-- \$300,120.24. Commissioner Martin moved these disbursements be approved. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Mr. Forester reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for February 2011 – actual 3% collection was \$194,403.84 with HCTC's 2.25% share being \$145,802.88 for a 15.02% change in total collection, and total income of 13.43% year to year changes, reflecting just this month's collections.

Mr. Forester reported on the World Choice Travel revenue for February 2011 in the amount of \$167.79 for a year to date total of \$1,119.85

Old Business

Commissioner Martin made the motion to approve the request to attend for the Tourism Cares for America being held in Mystic, CT, May 5 – 7, 2011 for an estimated expense of \$550.00 for Annette Rand. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Commissioner Martin made the motion to approve the request to attend for the North American Journeys East being held in New York, NY from June 13 – 17, 2011 for an estimated cost of \$2.600 for Annette Rand. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Mr. Forester discussed the New York Mission trip, June 7 – 10, 2011, with the Commission the Development Commission; Airport Authority, Business Counsel, and the Coliseum Commission have all indicated their participation for the trip. Each Commission will be responsible for their own arraignments and appointments. From the Tourism Commission the participants will be Beverly Martin, Rip Daniels, and Crystal Johnson. Mr. Forester asked if any other Commissioner would like to attend, to please let him know as soon as possible.

President Montana requested Commissioner Lucas to serve as the Commissions representative on the MS Golf Resort Classic Board, since he is already a Board member.

Commissioner Guice made the motion to support the Resolution from the Harrison County Board of Supervisors for the Institute for Marine Mammal Studies - Ocean Expo Complex located in D'Iberville, MS. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Commissioner Hansen made the motion authorizing the executive director to execute the food services contract with High Cotton Grill Catering, Inc, not to exceed \$2,000 for the MS Gulf Coast CVB skybox as per the sponsorship agreement for the MS Golf Resort Classic, High Cotton Grill is the official caterer for this event. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Absent & Excused
Commissioner Martin	Voted -----	Opposed
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 March 15, 2011.

Mr. Keating suggested this item be held until other price quotes could be obtained. Consider price quote from CAD Signs, Inc. in the amount of \$10,250 for 2 fabricated and installed 3'-6" x 24'-6" sign panels with 12" capital height surface mounted, non-illuminated letters on the current sign located on Hwy 90. As per quote submitted to the MS Coast Coliseum & Convention Center.

New Business - None

Legal Counsel Report

Mr. Keating reported working on the following items:

- MS Gulf Resort Classic – Catering contract
- Simpleview
- CR Marketing

HCTC Reports

Commissioner Guice made the motion authorizing the executive director to execute contract between the Harrison County Tourism Commission and Eley Guild Hardy to perform necessary design and construction administrative services for the approved design of the Tourism entrance canopy and façade located on the west side of the building at the MS Convention Center, not to exceed \$5,000. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Commissioner Martin reported on the Sponsorship Committee meeting held March 14<sup>th</sup> with the following recommendations:

1. Mississippi Gulf Coast Honor Flight – May 11<sup>th</sup> – Serving MS’s WWII Veterans, Inaugural flight from Gulfport to Washington DC – Deny request due to budget constraints, and no room nights generated.
2. Coast Chamber, 12<sup>th</sup> Annual Long Beach Kite Fest – May 7, 2011 – Requesting \$2,000
  - a. Marketing Assistance Request in the amount of \$875. Deny Request due to budget constraints. Staff with help with website information.
3. 2011 USHJA (United States Hunter Jumper Assn) Annual Convention – New Orleans, LA – Dec 5 – 8, 2011 – Justin McGuffee will bring back to the Committee after more sponsorship information provided.

Commissioner Martin made the motion to approve the request for sponsorship for the 2011 National Dental Assn being held Dec 9 – 11, 2011, for a silver level sponsorship in the amount of \$3,000 out of the 2011/2012 FY budget, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast.. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Commissioner Guice made the motion to approve the request to sponsor from the MS Gulf Coast Sports Commission, MS Adult Tennis Championship being held June 2011 in the amount of up to \$5,000

for sponsorship. No second to the motion was, died for lack of second. President Montana suggested that the request go back to the Sponsorship Committee to further review.

4. 29<sup>th</sup> Annual Chefs of the Coast/Gulf Coast Culinary Weekend– Sept. 23 – 25, 2011 – This items will be discussed at a later time.
5. Southern Gaming & Destination Magazine in conjunction w/Chefs of the Coast, Culinary Weekend – Sept 24, 2011 Casino Cook-off – Requesting \$15,000
  - A. Marketing Assistance Request in the amount of \$15,000 – This item will be discussed at a later time.

Commissioner Martin made the motion to approve the request to sponsor the Southern KingFish Assn, KingMaster 100 being held May 26 – 28, 2011, in the amount of \$7,500, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast.. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

6. Mississippi Media – Gulfport Music Festival – May 13 – 14, 2011 – Requested denied, information requested was not provided.

Commissioner Guice made the motion to approve the marketing assistance request for Smokin' the Sound being held May 12 – 22, 2011, in the amount of \$7,500, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast.. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Commissioner Martin made the motion to approve an additional \$7,500 from sponsorship for Smokin' the Sound, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Bill Holmes reported on the following items:

- Top of the Hops sold out
- Monster Trucks went great
- Crawfish Festival advanced ticket sales are up 30% over this time last year
- Following events at the Center: Home & Garden Show; Cirque du Soleil-ALEGRIA; Trans-Siberian Orchestra; TNA Wrestling

Crystal Johnson, director, sales  
 Sales report – February 2011

**SALES LEADS:**

*February 2011: 12 leads representing 3,200 attendees and 5,716 room nights*

**FEBRUARY DEFINITE BUSINESS: 4 leads representing 625 attendees and 655 room nights**

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
Bingham Family Reunion 2011				
2011 Family Reunion	9/2/2011	50	75	Courtyard Marriott – Gpt
Department of Veterans Affairs				
“Infection Don’t Pass It On” (IDPIO) Strategic Planning Program	2/28/2011	25	60	Beau Rivage Resort & Casino
Northeastern Minnesota Synod, ELCA				
High School Volunteer Service Project	7/14/2012	520	520	Ramada Inn Airport & Convention Center
Liberty National Life Insurance				
Liberty National Life Insurance	2/11/2011	30	0	Hilton Garden Inn - Gulfport

**Convention Services:**

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
Gulf Coast Bridge Club	Feb. 1 – 5, 2011	MCCCC	1		\$225.00	
Southern States Correctional Assoc	Feb. 17 – 19, 2011	Beau Rivage	2	Name badges, holders, pens, bags	\$264.00	170
B&B Medical Supply	Feb 20 – 23, 2011	Hard Rock	0	Pens, notepads, bags, FTG	\$28.00	57
Petroleum & Convenience Marketers of AL/LA	Feb. 21 – 25, 2011	Beau Rivage	0	Pens, FTG	\$17.00	330
MS Nursery & Landscape Association	Feb. 24 – 27, 2011	Quality Inn	0	Name badges, holders, FTG	\$192.00	
2 <sup>nd</sup> Liners Mardi Gras Ball	Feb. 27 – 28, 2011	IP Casino	1		\$36.00	25

Total **\$762.00** **582**

**Tradeshows / Travel:**

Miami International Boat and Trade Show - February 16 – 20, 2011 - Miami, FL  
 MPI Dallas/Fort Worth Supplier Showcase - February 23 – 25, 2011 - Irving, TX

**Sports Marketing:**

**Client Meetings:**

February 3, 2011: Meeting with Chad Leitenberger – Internet Gaming Summit  
 February 8, 2011: Meeting with Howard McNeil – Bernard Blackwell Football Classic  
 February 24, 2011: Meeting with Woody Bailey, Laura Hasty, and Andy Hurt – Fireball Run  
 February 24, 2011: Meeting with Senior Games  
 February 25, 2011: Meeting with George Poveramo  
 February 26, 2011: Saltwater Sportsman National Seminar Series

**LEISURE TRAVEL:**

**Sales Leads:**

*February 2011: 5 leads representing 1,275 passengers and 1,356 room nights*

***February Definite: 4 definite pieces of business totaling 1,204 passengers and 1,372 room nights***

	<b>Tour Date</b>	<b>PAX</b>	<b>Room Nights</b>	<b>Assisted with...</b>
Bonotel Exclusive Travel				
Bonotel 2010	01/01/2010 – 12/31/2010	800	786	Beau Rivage Resort & Casino
MLT Vacations, Inc.				
MLT Vacations September – December 2010	9/15 – 12/31/2010	314	471	Beau Rivage Resort & Casino, Best Western Oak Manor, Fairfield Inn Gulfport, IP Casino Resort Spa
Abbott Trailways Tours				
South Coast	4/12 – 15, 2011	50	75	Beau Rivage Resort & Casino
Leisure Time Charters & Tours				
Fall-Winter 2010 Trip	Fall 2010 (Mon – Thurs)	40	40	Beau Rivage Resort & Casino

***February Assists: 1 assists representing 50 passengers and 75 room nights***

	<b>Tour Date</b>	<b>PAX</b>	<b>Room Nights</b>	<b>Assisted with...</b>
Capitol Bus Lines, Inc. / dba Capitol Tours				
Gulf Coast	4/25 – 28/2011	50	75	Other sightseeing opportunities

**Tradeshows / Travel:**

Tennessee Motorcoach Conference and Tradeshow - Tunica, MS - January 31 – February 2, 2011  
 Travel South Marketplace - February 21 – 25, 2011 - Atlanta, GA

**Department-wide Activities:**

- February 2, 2011: MS Gulf Coast CVB Marketing Partner Meeting
- February 2, 2011: MTA Board/Committee Meeting – Jackson, MS
- February 8, 2011: Mardi Gras Fam Meeting
- February 10, 2011: Ohr Museum Special Events Committee Meeting
- February 11, 2011: The Redding House Luncheon
- February 15, 2011: HSMIA Gulf South Chapter – Luncheon – New Orleans
- February 17, 2011: MPI Gulf States Chapter Meeting – Jackson, MS
- February 18, 2011: Dinner @ Biloxi Yacht Club with The MS Bar / Ole Miss Evelyn Gandy Lecture
- February 28, 2011: Biloxi Bay Chamber – State of the City – Beau Rivage

Richard Forester

Executive and marketing report

1. **Mardi Gras Fam Tour:** Possibly the best ever. Certainly the most well attended fam tour in recent memory. You have heard much about it in other reports and hopefully have seen many of the e-mails, but I want to personally commend the following staff members for a ton of work, planning and effort that went into making this such a successful event. Traci Dauro, Crystal Johnson, Susan Remarcik, Linda Stewart, Gary Benson, Justin McGuffee, Annette Rand, Janet Harrington, Janice Jones, and Taryn Sammons. These folks went above and beyond to host this event in a very hospitable and professional manner. Thanks to Mr. Montana and Ms. Martin for joining us on the floats Tuesday. This was a real winner for the coast.

2. **PDI:** Work continues with the Steering, the 501c6 and the value propositions/measurement metrics committees. The 501c6 is still working on a draft for the structure for the new DMO, value propositions have been drafted. You have seen a sample of what the CVB staff has come up with. The committee will be sorting and choosing the best wording. The measurement metrics sub committee meets Friday and is making progress on defining those things the new DMO will be measured by. Mr. Holmes continues progress on the hotel and John McFarland's vision committee has a final draft of that document.
3. **Gulf Resort Classic:** Staff continues to work with the organizers to plan for our participation. That item was on the agenda for discussion today. I am also working with the state to provide skybox access to meeting planners from Mississippi and Louisiana that are being provided tickets by the state tourism office of MDA.
4. **Advisory Council on Tourism:** We met in Jackson on the 10<sup>th</sup> of this month. We received a briefing on the status of the new branding initiative. Several other state agencies have become involved and may also be using the brand for their marketing/promotional purposes. State staffers also reported on sales activities so far this fiscal year. In the group travel/motor coach market the state has had 337 leads or appointments, in golf shows, 19,012 total contacts, in media site visits for writers, 588 contacts or fam trips taken, 32 with international media and in meetings and conventions 141 as well as 51 additional sales contacts thru and event in Atlanta. Total contacts so far in 2011, 20,161. The state also delivered their economic impact report for 2010. Copies of pertinent information from that report are attached.
5. **Other Activities:** I attended and/or reported at the following meetings;
  - a. Airport Board, twice
  - b. MHLA
  - c. Coliseum Commission
  - d. Gulf Coast Business Council and met with Congressman Stephen Palazzo to discuss tourism issues.
  - e. PDI 4 meetings
  - f. Coast Chamber Board of Directors
  - g. Biloxi Bay Chamber annual state of the city presentation
  - h. MTA Legislative calls with Ms. Peranich and one other legislator
  - i. Council of Governments
  - j. Gulf Coast Community College Hospitality and Resort Management School ground breaking
  - k. Contract Signing for Gulf Coast Girls Softball 6 state regional tournament
  - l. Leukemia Regatta meeting in Pass Christian
  - m. I also participated in conference calls to discuss Travelzoo opportunities and google maps capabilities for the web site. I also met with Stu Barash of AJR to discuss participation on the STS web site re do.

## **MARKETING DEPARTMENT ACTIVITY FOR FEBRUARY 2011**

### **Janice Jones, Manager, Internet/E-Marketing Manager**

- Reviewed Google alerts for articles and sent staff assisted articles/staff quoted/commissioner quoted articles to staff and commissioners – began training Taryn to do this and shifting this to her
- Fielded numerous advertising opportunities and forwarded to ad agency for point of view with copies to Richard
- Forwarded reader's response leads to USA 800 for fulfillment
- Submit CRM tickets for correction/updates to Simpleview
- Create/ landing pages to reflect our current ad campaign (Better Homes & Gardens).
- Mardi Gras fam preparations
- Worked with Crystal to get images to Cvent for a destination guide
- Created press release in response to Mr. Herman's release just in case he sends his to media outlets
- Sent images and introduction text to Fireball run for web site
- Worked with Janet Leach on the Spring Golf Fam centered around the Golf Classic
- Provided tourism statistics upon request
- Set the conference room with projector and computer for meeting

- Worked with Crystal to answer questions for Becky Gillette for an article – Mississippi Business Journal
- Sent images to Maybelle Beasley for the Bed & Breakfast Annual Association program guide
- Sent out the Treadmill Challenge press release
- Sarah Cavicchi, US News and World Report, looking for outdoor pictures of the City of Biloxi. Sent images through CleanPix
- Sent the JamFest press release to local media

**Taryn Sammons, Manager, Social Media/Media Relations**

- Daily posts to Facebook and Twitter
- Filmed and posted YouTube video giving away the first of 12 Rouses Market king cakes.
- Launched February Facebook Contest on History. Approved CleanPix request for Hagit Worona.
- Talked with multiple partners about co-oping for Facebook contests throughout the year. Talked with Lana Turnbull at **Well Being Magazine** about tourism after the oil spill.
- Approved CleanPix requests from Hagit Worona with Schneider Publishing. Filmed and posted YouTube video giving away a Rouses Market king cake.
- Sent hotel lead request for John Felsher. Approved CleanPix request for Lee Ann Ross with University of Mississippi. Talked to Lindsey Galloway with **sassysavvy.com** about tourism since oil spill for April publication.
- Filmed and posted YouTube video giving away a Rouses Market king cake.
- Filmed AJ's Donuts YouTube video. Approved CleanPix requests for Carla Jean Whitley with **Birmingham Magazine**.
- Filmed and posted YouTube video giving away a Rouses Market king cake. Filmed and posted YouTube video of Biloxi Boat Show.
- Approved CleanPix request for James Bridell. Approved CleanPix request for Karen Harrell with **Snowbirds Gulf Coast**.
- Filmed and posted YouTube video giving away a Rouses Market king cake. Phone conference with Kesley at The Mary C. O'Keefe Cultural Center about March give away for Facebook contests.
- YouTube video with Kathy Wilkinson, Eco-Tours of South MS. Filmed and posted YouTube video giving away a Rouses Market king cake. Sent press release to local media about Gulf Coast Food & Fuel Expo.
- Sent hotel lead for Rebecca McCormick, freelance syndicated journalist from Arkansas
- Phone conference with Angie Richison with FELD entertainment. Launched the Advanced Auto Parts Monster Jam ticket giveaway on Facebook & Twitter.
- Breakfast with John Felsher, **MS Outdoors Magazine**. Lunch with Lee Barsh, **The Statesman Journal**. Spoke with Deborah Reinhardt on outdoor activities for AAA magazine.
- Approved CleanPix request for Margaret Collier with the Mississippi School for the Deaf. Phone conference with Alex Crevar with **Southern Living Magazine** about upcoming press trip. Chose winner for February Photo Contest on Facebook.

**Jaffe Perniciaro, Manager, Tourist Information**

- Added 57 new coupons to website, added 1 event coupon, renewed 22 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:  
Blvd Limo & Sedan Service, MS Gulf Coast Spring Break 2011, Bay Breeze Gifts, Dewayne Hill Magician, Derfini Salon & Spa, Mardi Pardi Eco Adventure Run & Kayak Races, Lupitas Mexican Bar & Grill, Sela's Downtown Café, Pass Christian Soap Company, Daddyz In The Pass Restaurant, Taqueria La Fe, In The Zone Skating Rink, MS Gulf Coast Bird Fair & Show, JKL Events, Gulfport Music Festival,
- Answered numerous tourism inquiries by telephone & email
- Delivered approximately 50 cases Fun Time Guides & 1 case map pads
- Submitted Southern Gaming Summit U. S Travel Association for event award

**Linda Robinson, Administrative Research Assistant**

- Prepared minutes for the following meetings:  
Sponsorship, Grants, & Marketing Committee meeting  
Commission & Gulf Coast Business Council meeting
- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society.
- Assisted with mailing conversion study.
- Emailed conversion survey to 13,053 consumer emails.
- Help prepare and mail out Mardi Gras FAM invites.
- Fulfilled request for Fun Time Guides and attraction information
- Edited and updated Sponsorship application
- Worked with James Crowell, Clemon Jimerson, and Commissioner Rip Daniels to gather information for the MS Civil Right Trail and submitted site recommendations to MDA.
- Checked magazines and publications for write-ups and ads:
- Assisted as Tourism Receptionist
- Mailed MAP and sponsorship applications to organizations.
- Submit Big 3 jobs and ad for approval: Vehicle decals, O Magazine, American Best Vacations, Better Homes and Garden, Travel 50 & Beyond, Sport Events insertion, 2011 Facilities and Destinations, Convention South 2011, Vinyl Decals Logo 2011
- Prepared CASA press release and distributed to local and area media.

### Meetings Attended

- Feb 1 – MS Coast Chamber Luncheon; Social Media Webinar
- Feb 2 – Marketing Partner Meeting; Distinguished Young Women brunch at IP Casino
- Feb 3 – Long Beach Chamber Kite Fest Meeting; Sponsorship, Grants & Marketing Committee meeting
- Feb 8 – Long Beach Board of Directors Meeting
- Feb 9 – Attractions Association Membership Meeting
- Feb 14 – PRAM meeting; HCTC Commission Meeting
- Feb 15 – Long Beach Kite Fest Meeting
- Feb 16 – Departmental Staff meeting; Civil Rights Heritage Trail meeting
- Feb 18 – Commission & Gulf Coast Business Council meeting
- Feb 21 – SimpleView Conference Call; Full Staff Meeting
- Feb 23 – TravelZoo Conference Call; Sue Swear – Mardi Gras transportation meeting
- Feb 24 – SV Consumer Webinar
- Feb 25 – Attractions Association Board luncheon
- Feb 28 – Mardi Gras planning meeting; Long Beach Kite Fest Meeting

<b>STATE/COUNTRY</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>TOTAL</b>
Alabama	172	227	3,851	35	77	4,362
Alaska	1	1	0	0	6	8
Arizona	14	26	16	6	30	92
Arkansas	39	36	21	38	70	204
California	93	62	31	13	40	239
Colorado	18	24	17	10	58	127
Connecticut	22	13	12	5	8	60
Delaware	8	5	3	1	4	21
District of Columbia	3	1	1	2	1	8
Florida	143	119	63	57	89	471
Georgia	279	393	6,061	56	72	6,861
Hawaii	3	4	3	0	0	10
Idaho	11	6	1	3	23	44
Illinois	139	109	93	62	171	574

Indiana	121	59	114	46	84	424
Iowa	25	31	24	26	49	155
Kansas	26	37	22	18	83	186
Kentucky	184	209	30	18	45	486
Louisiana	73	51	2,437	54	97	2,712
Maine	8	7	2	1	3	21
Maryland	27	18	9	11	10	75
Massachusetts	29	22	10	2	17	80
Michigan	98	51	70	33	86	338
Minnesota	38	26	33	28	50	175
Mississippi	147	159	3,000	97	125	3,528
Missouri	59	95	71	81	147	453
Montana	5	1	1	0	5	12
Nebraska	13	22	6	3	63	107
Nevada	18	5	2	2	11	38
New Hampshire	7	1	0	2	3	13
New Jersey	56	30	22	7	23	138
New Mexico	6	8	6	3	24	47
New York	105	60	44	25	46	280
North Carolina	293	415	22	19	32	781
North Dakota	0	7	2	0	5	14
Ohio	148	107	195	39	109	598
Oklahoma	25	31	15	21	82	174
Oregon	27	15	7	3	41	93
Pennsylvania	99	61	37	11	40	248
Rhode Island	5	6	1	0	2	14
South Carolina	105	177	13	12	18	325
South Dakota	5	2	1	2	4	14
Tennessee	297	278	5,312	49	95	6,031
Texas	175	132	91	76	183	657
Utah	4	6	3	1	4	18
Vermont	4	1	0	2	6	13
Virginia	166	262	8	17	26	479
Washington	0	0	0	0	0	0
West Virginia	64	31	10	10	17	132
Wisconsin	60	50	46	43	94	293
Wyoming	4	2	1	3	4	14
<b>Total States</b>	<b>3,471</b>	<b>3,501</b>	<b>21,840</b>	<b>1,053</b>	<b>2,382</b>	<b>32,247</b>

**STATE/COUNTRY**

Texas	183
Illinois	171
Missouri	147
Mississippi	125

Ohio	109
Louisiana	97
Tennessee	95
Wisconsin	94
Florida	89
Michigan	86

Canada	11
--------	----

Ad Source	October	November	December	January	February	Totals
AAA Southern Traveler	3	1	4	8	13	29
America's Best Vacations	1,185	1,860	20,451	-	1	23,497
ANOTHER WEB SITE	-	33	29	94	104	260
Arthur Frommer Budget Travel	353	52	10	2	3	420
BANNER ADVERTISEMENT	2	1	2	1	4	10
Better Homes & Gardens	1	2	2	4	1	10
Budget Travel	1	1	-	-	-	2
City/Regional Magazine Insert	1	2	3	1	1	8
Don't Know/Refused	28	21	11	16	4	80
Fall Travel Planner			1	1	-	2
Family Circle	145	125	-	4	643	917
FRIEND OR FAMILY MEMBER	23	25	20	61	58	187
Golf Digest					2	2
Mississippi Tour Guide	24	23	22	50	37	156
OPRAH Magazine	1,327	1,047	968	7	722	4,071
Radio	3	5	3	3	4	18
Saltwater Sportsman					1	1
SEARCH ENGINE	140	112	123	298	272	945
Southern Breeze	-	1	-	2	1	4
Southern Living	48	47	23	36	49	203
Spring Travel Planner 2009	-	1	-	2	-	3
State Referrals	-	1	2	3	5	11
Television or Radio Ad	6	18	24	37	37	122
Travel 50 & Beyond	1	-	-	1	2	4
TravelMeredith.com	4	2	2	2	1	11
Unknown/Newspaper/Magazine	69	79	66	143	183	540
Web	148	101	117	319	314	999
<b>TOTALS</b>	<b>3,512</b>	<b>3,560</b>	<b>21,883</b>	<b>1,095</b>	<b>2,462</b>	<b>32,512</b>

**TOP 10 AD SOURCES -February  
2011**

OPRAH Magazine	722
Family Circle	643
Web	314
SEARCH ENGINE	272
Unknown/Newspaper/Magazine	183
ANOTHER WEB SITE	104
FRIEND OR FAMILY MEMBER	58
Southern Living	49
Mississippi Tour Guide	37
Television or Radio Ad	37

Visitors Overview

February 1, 2011 – February 28, 2011

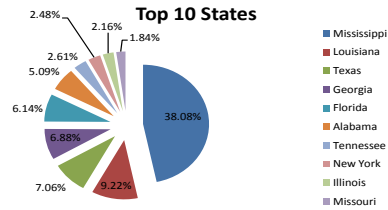
69,577 people visited this site

- 86,148 [Visits](#)
- 69,577 [Absolute Unique Visitors](#)
- 386,439 [Pageviews](#)
- 4.49 [Average Pageviews](#)
- 00:04:28 [Time on Site](#)
- 39.25% [Bounce Rate](#)
- 71.00% [New Visits](#)

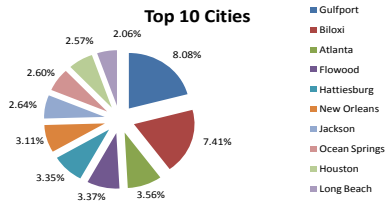
New VS. Returning

Visitor Type	Visits	% visits
New Visitor	82,541	69.31%
Returning Visitor	36,547	30.69%

All traffic sources sent a total of 119,088 visits



Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>83,993</b> % of Site Total: 97.50%	<b>4.51</b> Site Avg: 4.49 (0.65%)	<b>00:04:30</b> Site Avg: 00:04:28 (0.65%)	<b>70.80%</b> Site Avg: 71.00% (-0.29%)	<b>38.89%</b> Site Avg: 39.25% (-0.91%)	
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1. <a href="#">Mississippi</a>	31,988	3.70	00:03:49	63.08%	43.28%
2. <a href="#">Louisiana</a>	7,742	5.38	00:05:10	73.71%	33.25%
3. <a href="#">Texas</a>	5,930	4.77	00:04:48	76.49%	37.74%
4. <a href="#">Georgia</a>	5,780	4.31	00:04:23	73.77%	42.30%
5. <a href="#">Florida</a>	5,157	4.60	00:04:20	76.28%	38.69%
6. <a href="#">Alabama</a>	4,274	4.45	00:04:04	74.59%	38.44%
7. <a href="#">Tennessee</a>	2,192	5.66	00:05:48	78.19%	32.25%
8. <a href="#">New York</a>	2,079	4.38	00:04:32	73.26%	38.72%
9. <a href="#">Illinois</a>	1,815	6.11	00:05:53	76.25%	28.98%
10. <a href="#">Missouri</a>	1,545	6.57	00:07:04	75.28%	26.73%



Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>83,993</b> % of Site Total: 97.50%	<b>4.51</b> Site Avg: 4.49 (0.65%)	<b>00:04:30</b> Site Avg: 00:04:28 (0.65%)	<b>70.80%</b> Site Avg: 71.00% (-0.29%)	<b>38.89%</b> Site Avg: 39.25% (-0.91%)	
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1. <a href="#">Gulfport</a>	6,965	3.09	00:02:52	60.13%	46.39%
2. <a href="#">Biloxi</a>	6,386	3.35	00:03:54	53.29%	46.98%
3. <a href="#">Atlanta</a>	3,065	3.05	00:03:14	71.45%	54.36%
4. <a href="#">Flowood</a>	2,900	3.30	00:03:43	69.83%	51.24%
5. <a href="#">Hattiesburg</a>	2,884	3.88	00:03:51	69.00%	38.97%
6. <a href="#">New Orleans</a>	2,682	5.06	00:04:54	72.60%	35.27%
7. <a href="#">Jackson</a>	2,272	5.31	00:05:36	67.91%	31.51%
8. <a href="#">Ocean Springs</a>	2,239	2.79	00:02:28	63.56%	48.15%
9. <a href="#">Houston</a>	2,211	3.72	00:03:47	72.68%	43.46%
10. <a href="#">Long Beach</a>	1,777	3.12	00:02:59	58.69%	43.89%

### Top 10 Countries

Visits 86,148 % of Site Total: 100.00%		Pages/Visit 4.49 Site Avg: 4.49 (0.00%)	Avg. Time on Site 00:04:28 Site Avg: 00:04:28 (0.00%)	% New Visits 71.08% Site Avg: 71.00% (0.11%)	Bounce Rate 39.25% Site Avg: 39.25% (0.00%)	
	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1.	<a href="#">United States</a>	83,993	4.51	00:04:30	70.80%	38.89%
2.	<a href="#">Canada</a>	971	3.43	00:03:50	78.37%	51.70%
3.	<a href="#">United Kingdom</a>	167	4.82	00:03:47	82.63%	38.32%
4.	<a href="#">Germany</a>	145	4.68	00:04:35	84.14%	43.45%
5.	(not set)	75	1.93	00:01:53	80.00%	56.00%
6.	<a href="#">India</a>	54	1.57	00:02:19	83.33%	70.37%
7.	<a href="#">Japan</a>	51	4.57	00:04:21	78.43%	31.37%
8.	<a href="#">France</a>	47	2.00	00:02:43	80.85%	70.21%
9.	<a href="#">Philippines</a>	39	2.46	00:02:11	87.18%	58.97%
10.	<a href="#">Australia</a>	32	2.38	00:01:45	93.75%	62.50%

5

### Top 10 Landing Pages 86,148 visits entered the site through 2,432 pages

Entrances 86,148 % of Site Total: 100.00%		Bounces 33,813 % of Site Total: 100.00%	Bounce Rate 39.25% Site Avg: 39.25% (0.00%)	
Page	Entrances	Bounces	Bounce Rate	
1.	<a href="#">/</a>	24,276	6,696	27.58%
2.	<a href="#">/events/</a>	12,408	5,081	40.95%
3.	<a href="#">/visitors/events/mardigras/</a>	5,208	3,221	61.85%
4.	<a href="#">/casinos/</a>	2,699	585	21.67%
5.	<a href="#">/attractions/</a>	2,565	431	16.80%
6.	<a href="#">/coupons/</a>	1,951	436	22.35%
7.	<a href="#">/visitors/attractions/family-activities/</a>	1,732	186	10.74%
8.	<a href="#">/visitors/transportation/airports/</a>	1,627	686	42.16%
9.	<a href="#">/visitors/events/index.cfm?EventID=2733</a>	1,255	953	75.94%
10.	<a href="#">/visitors/attractions/beaches-and-harbor-activities/</a>	1,170	407	34.79%

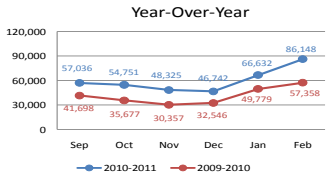
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### Top content 7,603 pages were viewed a total of 386,439 times

Pageviews 386,439 % of Site Total: 100.00%		Unique Pageviews 291,508 % of Site Total: 100.00%	Avg. Time on Page 00:01:17 Site Avg: 00:01:17 (0.00%)	Bounce Rate 39.25% Site Avg: 39.25% (0.00%)	% Exit 22.29% Site Avg: 22.29% (0.00%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	
1.	<a href="#">/</a>	32,358	26,386	00:01:07	27.58%	30.53%
2.	<a href="#">/events/</a>	31,296	20,773	00:02:02	40.95%	33.98%
3.	<a href="#">/casinos/</a>	15,106	7,580	00:00:54	21.67%	14.80%
4.	<a href="#">/hotels/</a>	14,711	9,057	00:00:46	20.00%	9.99%
5.	<a href="#">/attractions/</a>	13,477	9,690	00:00:41	16.80%	12.29%
6.	<a href="#">/visitors/events/mardigras/</a>	12,608	10,058	00:02:53	61.85%	56.19%
7.	<a href="#">/coupons/</a>	11,581	7,695	00:01:06	22.35%	11.81%
8.	<a href="#">/includes/itinerary/</a>	9,530	7,994	00:00:26	37.18%	11.39%
9.	<a href="#">/visitors/hotels/hotel-motel/</a>	6,549	3,361	00:01:05	17.89%	11.96%
10.	<a href="#">/visitors/attractions/beaches-and-harbor-activities/</a>	5,722	4,541	00:01:16	34.79%	21.53%

**Traffic Overview:**

	Sep	Oct	Nov	Dec	Jan	Feb
Visits:	57,036	54,751	48,325	46,742	66,632	86,148
Unique Visitors:	46,796	44,873	40,520	38,815	55,423	69,577
Bounce Rate:	36%	41%	38%	40%	36%	39%
Pageviews:	288,036	264,241	227,391	202,069	327,425	386,435
Avg Pageview per Visit:	5.05	4.50	4.71	4.32	4.91	4.49
Avg Time on Site:	0:04:59	0:04:19	0:04:30	0:04:15	0:04:52	0:04:28
Total Organic Search Traffic:	38,980	39,207	29,988	32,856	47,005	62,814
% of Traffic From Organic Search:	68%	72%	62%	70%	71%	73%
Entry Pages From Search:	1,480	1,578	1,489	1,614	2,034	2,053
Total Organic Keywords:	18,087	19,820	15,393	17,628	22,390	7,174

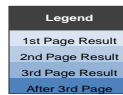


**SEO Overview:**

- Visitation has increased by 50% year over year.
- Engagement Statistics increased year over year:
  - Absolute unique visitors have increased by 47%
  - Pageviews have increased by 23%
- Organic search engine traffic has increased by 63% year over year.
- Organic searches to the /mardigras page have increased by 144%, bringing 4,254 visits. Overall visitation to the /mardigras page increased by 80%, with a total of 12,608 pageviews in Feb. 2011.

**Ranking Highlights:**

Keyword	Google	Bing
Biloxi	5	21
Gulfport	3	12
Gulfport activities	5	28
Gulfport airport	5	3
Gulfport attractions	2	2
Gulfport casinos	1	1
Gulfport convention center	1	1
Gulfport event calendar	1	3
Gulfport resorts	10	33
Gulfport tourism	1	1
Gulfport vacation	4	57
Mississippi Gulf Coast	1	1
Mississippi Gulf Coast beaches	1	1
Mississippi Gulf Coast casinos	2	1
Mississippi Gulf Coast entertainment	1	1
Mississippi Gulf Coast event calendar	1	1
Mississippi Gulf Coast fishing	2	2
Mississippi Gulf Coast hotels	1	1
Mississippi Gulf Coast map	2	5
Mississippi Gulf Coast meeting RFP	1	1
Mississippi Gulf Coast packages	1	1
Mississippi Gulf Coast restaurants	1	2
Mississippi Gulf Coast vacation	1	1
Mississippi Gulf Coast weddings	1	1
things to do in Mississippi Gulf Coast	1	2

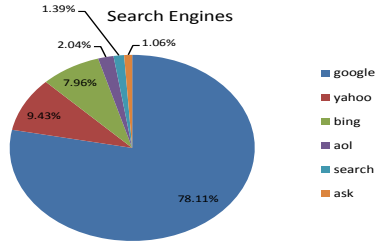


**Organic Traffic:**

Organic Traffic	% of Total Site Traffic
Visits	62,814 72.91%

Organic Engagement compared to Site Engagement	
Pageviews Per Visit	4.23 -4.40%
Avg. Time on Site	0:04:11 -6.20%
New Visits	70.88% -0.17%
Bounce Rate	39.71% 1.18%

Search Engine	Visits	Percent
google	49,062	78.11%
yahoo	5,922	9.43%
bing	5,001	7.96%
aol	1,282	2.04%
search	872	1.39%
ask	664	1.06%



Exact Keyword	Visits	Percent
mississippi gulf coast	1,468	2.34%
gulfport music festival	1,178	1.88%
gulfport ms	1,030	1.64%
biloxi ms	1,008	1.60%
biloxi mississippi	557	0.89%
gulf coast	542	0.86%
gulfport mississippi	464	0.74%
mississippi beaches	450	0.72%
ms gulf coast	437	0.70%
gulfport music festival 2011	420	0.67%

Landing Page	Visits	Percent
/	15,794	25.14%
/events/	10,300	16.40%
/visitors/events/mardigras/	4,254	6.77%
/casinos/	2,385	3.80%
/coupons/	1,518	2.42%
/visitors/transportation/airports/	1,422	2.26%
/visitors/events/index.cfm?EventID=2733	1,185	1.89%
/visitors/attractions/beaches-and-harbor-activities/	1,075	1.71%
/hotels/	689	1.10%
/visitors/hotels/rv-parks-and-campgrounds/	589	0.94%

**Executive Session**

Commissioner Hansen made the motion to ENTER Closed Session to discuss the need for an Executive Session to discuss personnel matters and anticipation of litigation. Seconded by Commissioner Martin, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused

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 March 15, 2011.

Commissioner Hansen made the motion to ENTER into Executive Session, to discuss personnel matters and anticipation of litigation. Seconded by Commissioner Martin, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Commissioner Guice made the motion to RECONVENE from Executive Session. Seconded by Commissioner Hansen, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Legal Counsel reported No Action was taken, reports only.

Commissioner Hansen made the motion authorizing Legal Council to respond to Mr. Mike Hermann, CR Marketing's email from February 16, 2011. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Commissioner Martin made the motion not to enter into the renewal of the current executive directors' employment contract, which expires on May 14, 2011. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

Reminders:

1. MS Hotel & Lodging Assn – Gulf Coast Chapter monthly meeting – Wednesday, March 16<sup>th</sup> - HSSM - Humane Society of South Mississippi - Multi-Purpose Meeting Room – 4pm meeting – 5pm cocktails
2. MS Golf Resort Classic – Tuesday, March 29<sup>th</sup> – Pro-Am – Grand Bear
3. MS Golf Resort Classic – Wednesday, March 30<sup>th</sup> – Pro-Am – Fallen Oak
4. MS Golf Resort Classic – Thursday, March 31<sup>st</sup> – Official Pro-Am – Fallen Oak - open to the public
5. MS Golf Resort Classic – Friday, April 1<sup>st</sup> – 1<sup>st</sup> round play – Fallen Oak – open to general public
6. MS Golf Resort Classic – Saturday, April 2<sup>nd</sup> – 2<sup>nd</sup> round play – Fallen Oak – open to public
7. MS Golf Resort Classic – Sunday, April 3<sup>rd</sup> – final round – Fallen Oak – open to public
8. HCTC meeting – Tuesday, April 19<sup>th</sup> – 1:30 pm
9. Office closed – Monday, April 25<sup>th</sup> – Confederate Memorial Day

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

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Absent & Excused
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 March 15, 2011.

**HARRISON COUNTY TOURISM COMMISSION  
OFFICIAL MINUTES – SPECIAL CALLED MEETING  
MARCH 29, 2011**

The Harrison County Tourism Commission met Tuesday, March 29, 2011 at 4:00 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

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

HCTC Staff Members Present: Richard Forester, executive director; Crystal Johnson, director, sales and Susan Remarcik; Traci Dauro, executive assistant; Janice Jones, and Taryn Sammons, marketing; Sharon McDonald, director, finance

Others Present: Hugh Keating, legal counsel; Reed Guice, Ted Riemann, Andy Hurt, Meredith Chase, and Kerry Stoddard, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, Edgewater Inn; Bridgette Varone, MS Hospitality & Rest Assn; Narissa Behrens, Hilton Garden Inn

Commissioner Montana called the meeting to order.

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	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 March 29, 2011.

Reports

Commissioner Daniels reported on the Ad Hoc Committee on Executive Director Search held March 23, 2011 with the following recommendation:

Commissioner Daniels made the motion to appoint Commissioner Montana as interim director, and authorize Commissioner Montana to appoint Commissioner Martin on as needed basis, due to Commissioner Montana's extenuating situation for the interim time until the full Commission can hire a new executive director. 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 -----	Abstain
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 March 29, 2011.

<i>Kenneth Montana</i> <i>President</i>	<i>Rip Daniels</i> <i>Vice President</i>	<i>Drew Allen</i> <i>Treasurer</i>	<i>Beverly Martin</i> <i>Secretary</i>	<i>Hugh Keating</i> <i>Legal Counsel</i>	<i>Richard Forester</i> <i>Executive Director</i>
<i>John Carter</i> <i>Commissioner</i>	<i>Danny Guice</i> <i>Commissioner</i>	<i>Danny Hansen</i> <i>Commissioner</i>	<i>Jon Lucas</i> <i>Commissioner</i>	<i>Wilma Rizzardi</i> <i>Commissioner</i>	<i>Bill Holmes</i> <i>Ex-Officio</i>

Commissioner Guice reported that the Nomination Committee meet and has selected a candidate for the Annual Billy Creel Excellence in Tourism Award for 2010, and will reported back to the Commission as soon as confirmation is made.

Commissioner Allen made the motion to approve the request to Host for the Society of American Travel Writers, 2012 Mid-Year Board Meeting being held March 25 – 29, 2012 with between 30 – 35 participants and possible co-op with MS Development Authority– Division of Tourism and Beau Rivage in the amount of \$6,000, this funding will bring into favorable notice the tourism opportunities, attractions and conventions on the Mississippi Gulf Coast. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	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 March 29, 2011.

#### Legal Counsel Report

Mr. Keating reported that the Business Council requested Mr. Keating to provide representation to the Business Council in relation to the establishment of an “interim” 501 ( c ) ( 6 ) non-profit entity which would be used, among other things, to receive additional advertising/marketing funds from BP. Mr. Keating disclosed this request from the Business Council to executive committee members of the HCTC and surmised some unreadiness. As a result of Mr. Keating’s long-standing representation of the Tourism Commission, Mr. Keating decided to abstain from representation of the Business Council for the purpose of creating an “interim” 501 ( c ) ( 6 ). Mr. Keating announced that he had already contacted the Business Council to inform its representatives about his decision prior to the special called meeting. Thereafter, as stated by Mr. Montana, the HCTC continued to encourage Mr. Keating’s involvement and participation as a member of the 501 ( c ) ( 6 ) sub-committee of the Premier Tourism Destination organizational effort which could ultimately lead to the creation of a new 501 ( c ) ( 6 ) non-profit entity to function as a DMO.

#### Other Business

Commissioner Rizzardi made the motion for the Harrison County Tourism Commission to oppose any additional BP funds which may be received by the State from being distributed to any entity whose membership is not appointed by members of the Harrison County Board of Supervisors. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	No
Commissioner Carter	Voted -----	Abstain
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	No
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 March 29, 2011.

Commissioner Hansen made the motion that, due to the continuing damage suffered by the Mississippi Gulf Coast and its tourism industry caused by the BP oil spill, the State of Mississippi should disburse any additional funds received from BP during 2011 to the Mississippi Gulf Coast Convention & Visitors Bureau which is the entity best- suited to create and implement a Spring/Summer/Fall

marketing/advertising campaign to overcome the adverse effects of the oil spill. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----	No
Commissioner Carter	Voted -----	Abstain
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	No
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 March 29, 2011.

Commissioner Daniels made the motion that the Harrison County Tourism Commission dba Mississippi Coast Convention & Visitors Bureau, Hancock County Chamber of Commerce, Hancock Tourism Bureau, Ocean Springs Chamber of Commerce, City of Ocean Springs and other Jackson County entities, Mississippi Lodging Association, the Coast's golf association, restaurant and beverage association, gaming operators association, attractions, charter boat association and any and all other interested persons and entities re-form and revitalize a cooperative coalition to work together with the HCTC, for the purpose of creating and implementing an equitable marketing/advertising program to administer and expend additional BP funds to overcome the adverse impact of the BP oil spill on the Mississippi Gulf Coast tourism industry. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	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 March 29, 2011.

Executive Session - None

Reminders:

10. MS Golf Resort Classic – Wednesday, March 30<sup>th</sup> – Pro-Am – Fallen Oak
11. MS Golf Resort Classic – Thursday, March 31<sup>st</sup> – Official Pro-Am – Fallen Oak - open to the public
12. MS Golf Resort Classic – Friday, April 1<sup>st</sup> – 1<sup>st</sup> round play – Fallen Oak – open to general public
13. MS Golf Resort Classic – Saturday, April 2<sup>nd</sup> – 2<sup>nd</sup> round play – Fallen Oak – open to public
14. MS Golf Resort Classic – Sunday, April 3<sup>rd</sup> – final round – Fallen Oak – open to public
15. HCTC meeting – Tuesday, April 19<sup>th</sup> – 1:30 pm
16. Office closed – Monday, April 25<sup>th</sup> – Confederate Memorial Day

Commissioner Guice moved that the meeting be adjourned. Seconded by Commissioner Martin, 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 March 29, 2011.