

**HARRISON COUNTY TOURISM COMMISSION  
OFFICIAL MINUTES ~ SPECIAL MEETING  
NOVEMBER 1, 2011**

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

Commissioners Present: Rip Daniels, president; Danny Hansen, secretary; Jon Lucas, treasurer; John Carter; Jamie Creel; Beverly Martin; Kenneth Montana; Wilma Rizzardi

Commissioners absent: Drew Allen, vice president

HCTC Staff Members Present: Beth Carriere, executive director; Traci Dauro, executive assistant; Crystal Johnson, director, sales; Janice Jones, marketing department; Sharon McDonald, director, finance

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Ted Riemann, Meredith Chase, Diane Carpenter and Andy Hurt, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Marty Sutherland Compass Marketing; Brandi Moore, Biloxi Shrimp Trip; Cathy Amos Ross & Allison Buchanan, the Focus Group; Mary C. Spain, Beau Rivage; Myrna Green, Hancock County "West Coast" Tourism Board

Commissioner Daniels called the meeting to order, stating the purpose of this meeting is to discuss and approve proposed marketing and advertising opportunities.

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

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Montana	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 November 1, 2011.

Commissioner Montana made the motion to approve the Consulting Agreement between Harrison County Tourism Commission and Nicholas & Lence Communication, LLC and authorize the president to execute same, as recommended. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Montana	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 November 1, 2011.

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

Commissioner Montana made the motion to approve the creative concept and start production on the "Play Your Way" as presented by the Big Three. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Montana	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 November 1, 2011.

#### Legal Counsel Report

Mr. Keating reported on the following items:

- RFP – Individuals have requested a meeting with the executive director to discuss the RFP, the only communication between bidders and staff needs to be in the form of an email with specific questions. After answered by staff, send the information to all known bidders.
- Coliseum agreement for marketing the center
- Social media policy/guidelines
- Credit cards opinion

Commissioner Montana made the motion to allow Legal Counsel to obtain an Attorney General's opinion on current MS Code Ann § 19-3-68 (2011) in reference to Supervisors and county employees authorized to use credit cards to pay travel expenses as recently passed. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Montana	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 November 1, 2011.

Commissioner Montana made the motion to approve the purchase of one table for the Ohr-O'Keefe 10<sup>th</sup> Annual Gala in the amount of \$2,500. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	No
Commissioner Montana	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 November 1, 2011.

Executive Session – None

Beth Carriere

- A. Ohr-O’Keefe Museum of Arts Gala – 10<sup>th</sup> Annual – November 5, 2011
- B. Meeting with Steve Nieman
- C. Ad Hoc Committee on Sports Marketing Director

Reminders:

- 1. Office Closed – Friday, November 11<sup>th</sup> – Veterans Day
- 2. HCTC meeting – Tuesday, November 15<sup>th</sup> @ 1:30pm

Commissioner Hansen moved the meeting be adjourned. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Montana	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 November 1, 2011.

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

The Harrison County Tourism Commission met Tuesday, November 13, 2011 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

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

Commissioners absent: Beverly Martin-Burkholder

HCTC Staff Members Present: Beth Carriere, executive director; Traci Dauro, executive assistant; Janice Jones, marketing department

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Ted Riemann, Meredith Chase, Diane Carpenter and Andy Hurt, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, Edgewater Inn; Bridgette Varone, and Lauren Turner, MS Hospitality & Rest Assn; Marty Sutherland and Dustin Gontarski, Compass Marketing; Bill Lady, Coast Inn; Cathy Ross Amos, the Focus Group

Commissioner Daniels called the meeting to order.

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

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

Public

Linda Hornsby, MS Hotel & Lodging Assn, introduced Charlotte Kassler from the MS Film office and Bobby Bennett CEO from Red Planet. November 2012 they are hoping to host an International Film Festival, Sun & Sand which will be a 5 day event along the Coast. Still in the planning stages, just wanted everyone to be aware.

Bids

President Daniels called for any bids to be received from the Request for Proposals for the Fun Times Guide, banner ads, and rack brochures. Legal Counsel reported only one bid was received from Compass Media.

Commissioner Hansen made the motion to accept the only bid received for the publication of the Fun Times Guide, Banner Ad, and Rack brochures, sending this to the Advertising Committee for review. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

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

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

Minutes

Commissioner Hansen made a motion to accept the minutes from the October 18, 2011 meeting as presented. Seconded by Commissioner Rizzardi, the vice president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

Commissioner Hansen made a motion to accept the minutes from the November 1, 2011 meeting as presented. Seconded by Commissioner Rizzardi, the vice president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

Old Business

President Daniels distributed the new committee assignments.

Commissioner Montana commented on the television commercials airing locally for the Feed My Sheep program. He was very impressed with the local "Thank you" to the public for supporting their efforts. He would like the Big 3 to do the same for the Tourism Commission.

Commissioner Montana made a motion to form a new committee dealing with local public relations efforts, seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes

Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

President Daniels assigned the following to the Public Relations Committee:

Kenneth Montana, chair  
 Danny Hansen  
 Wilma Rizzardi

New Business

Commissioner Rizzardi made the motion to approve changing our current internet provider from AT&T to Cable One at a cost of \$250 per month to be paid by the Tourism Commission. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

Legal Counsel Report

Mr. Keating reported on the following items:

- Attended Executive Committee meetings
- Discussed reimbursement for interviewees for out of town travel
- AG opinion will take between 6-8 weeks for the use of credit cards by staff on official business use.
- Nicholas & Lence contract received.
- Working on policy for social media with staff

HCTC Committee Reports

Commissioner Carter reported on the Sponsorship Committee held November 10<sup>th</sup> with the following recommendations:

Commissioner Carter made the motion to approve the request for marketing assistance from the Pass Christian Chamber of Commerce for the 26<sup>th</sup> Annual Christmas in the Pass in the amount of \$1,000. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

Commissioner Carter made the motion to approve the request to sponsor from the Gulf Coast Winter Classic for the Welcome Reception in the amount of \$10,000, as the return on investment and room nights are equitable for the 6 week event. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

Commissioner Carter made the motion to approved required entry fees from the Gulf Coast Carnival Assn, Inc for the 103<sup>rd</sup> Mardi Gras Parade as part of the Mardi Gras fam being planned by staff, in the amount of \$1,750. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

Commissioner Carter reported on the following items were denied as listed:

- A. Committee for Dr. Martin Luther King, Jr. Birthday Celebration – 26<sup>th</sup> Annual Dr. Martin Luther King, Jr. Birthday Celebration - Deny request for Sponsorship due to lack of room nights and return on investment.
- B. Highland & Islands Assn – 26<sup>th</sup> Annual Highland Scottish Games & Celtic Music Festival Deny request due to the late submission of request. Event Nov 12 – 13, 2011.
- C. Krewe of Gemini – 2012 Parade Deny request due to lack of room nights and return on investment.
- D. The Gulf Coast Council of Garden Clubs – 60<sup>th</sup> Annual Diamond Jubilee Spring Pilgrimage Deny request due to lack of room nights and return on investment.

Commissioner Carter made the motion to approve the request for marketing assistance from the Gulf Coast Bridge Assn, Inc. for the 2012 Regional Bridge Tournament in the amount of \$950. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes

Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

President Daniels would like the Commission to recommended the request from the Committee for Dr. Martin Luther King, Jr. Birthday Celebration – 26<sup>th</sup> Annual Dr. Martin Luther King, Jr. Birthday Celebration request, they will be submitting a marketing request and sending item to the Advertising Committee for consideration.

Treasurer's Report

Commissioner Lucas reported the November 15, 2011 disbursements as follows: check disbursements for 11/15/11--\$278,701.89; total travel advance/reimbursements for October 2011 -- \$816.94; grand total disbursements--\$279,518.83. Commissioner Lucas moved these disbursements be approved. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

Beth Carriere, executive director

Reported on the following items:

- Executive Committee has discussed a unified partnership with the MS Hotel & Lodging Assn and the MS Hospitality & Rest Assn.

Bob Bennett, president, MS Hotel & Lodging Assn read into the record a Resolution from their association.



# Mississippi Hotel & Lodging Association

## RESOLUTION

Whereas, there is an immediate need for increased Advertising & Marketing endeavors for the Mississippi Gulf Coast without delay; and

Whereas, the Harrison County Tourism Commission d/b/a the Mississippi Gulf Coast Convention & Visitors Bureau, has always represented the entire 3-County area of the Mississippi Gulf Coast; and

Whereas, it is imperative that the stakeholders of Tourism have vital input and a decision-making role in guiding the direction of Tourism on the Mississippi Gulf Coast; and

Whereas, the Harrison County Tourism Commission d/b/a the Mississippi Gulf Coast Convention & Visitors Bureau is currently funded by a portion of the existing 5% Room Tax in Harrison County;

Therefore, be it resolved that the Mississippi Hotel & Lodging Association's Gulf Coast Chapter supports the Harrison County Tourism Commission in pursuing all efforts and all steps to become an official, fully funded, three-County (Harrison, Hancock & Jackson), Public Tourism entity - the Mississippi Gulf Coast Convention and Visitors Bureau, with legislated representation including at least two individuals each appointed by the appropriate officials selected from nominees submitted by the Mississippi Hotel & Lodging Association and the Mississippi Hospitality & Restaurant Association.

Adopted by the MH&LA Gulf Coast Chapter's Executive Committee this 15<sup>th</sup> day of November 2011.

MISSISSIPPI HOTEL & LODGING ASSOCIATION

Robert A. Bennett Pres.  
Signature

11/15/2011  
Date

Headquarters Office:  
829 Vieux Marche / P.O. Box 116 \* Biloxi, MS 39533 \* Tel: 228-374-8611 \* 888-565-1122 \* Fax: 228-435-0630  
Email: [MSHotel@aol.com](mailto:MSHotel@aol.com) \* Web: [www.MSHLA.com](http://www.MSHLA.com)  
Jackson Legislative Office:  
120 N. Congress St., Suite 610 \* Jackson, MS 39201 \* Tel: 601-352-7646 \* Fax: 601-352-7131 \* Email: [jms@gpac.net](mailto:jms@gpac.net)

Bridgette Varone read into the record a Resolution from her organization.



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**RESOLUTION**

Whereas, there is an immediate need for increased Advertising & Marketing endeavors for the Mississippi Gulf Coast without delay; and

Whereas, it is imperative that the stakeholders of tourism have vital input and a decision-making role in guiding the direction of tourism on the Mississippi Gulf Coast; and

Whereas, the restaurant industry is the second largest tourism segment on the Mississippi Gulf Coast; and

Whereas, the mission of the Mississippi Hospitality and Restaurant Association Gulf Coast Chapter is to foster, promote, protect, and represent the hospitality and restaurant industry in all three coastal counties; and

Whereas, the Mississippi Hospitality and Restaurant Association Gulf Coast Chapter supports any efforts to promote the entire Mississippi Gulf Coast;

Therefore, be it resolved that the Mississippi Hospitality and Restaurant Association's Gulf Coast Chapter supports the Harrison County Tourism Commission in pursuing all efforts and all steps to become an official, three-County (Harrison, Hancock & Jackson), Public Tourism entity - the Mississippi Gulf Coast Convention and Visitors Bureau, with legislated voting representation including at least two individuals appointed by the appropriate officials selected from nominees submitted by the Mississippi Hospitality & Restaurant Association.

Adopted this 15<sup>th</sup> day of November 2011.

MISSISSIPPI HOSPITALITY & RESTAURANT ASSOCIATION, GULF COAST CHAPTER

Bridgette Varone  
Signature

11/15/11  
Date

President Daniels read into the record a letter from John Hairston and from John McFarland, Gulf Coast Regional Tourism Partnership



**John M. Hairston**  
Chief Executive Officer

November 15, 2011

Mr. Rip Daniels, Chairman  
Harrison County Tourism Commission

Mr. John McFarland, Chairman  
Gulf Coast Regional Partnership

I greatly appreciate the candid and constructive conversations we've enjoyed this past week between the three of us, representing respectively the Harrison County Tourism Commission ("HCTC"), Gulf Coast Regional Partnership ("GCRP"), and Gulf Coast Business Council Premier Destination Initiative ("PDI").

Our conversations cemented our common conviction that the efforts of the HCTC and GCRP should necessarily be functionally combined immediately, while we strive to achieve a legal combination which all parties can live with, including elected officials and their counsel. We further agree that the efforts of the PDI could be integrated with the unified organization such that for both organizations we have clear, quantifiable goals and a system of accountability which ensures we reach premier destination status on an aggressive schedule.

We recognized in our conversations that there are several legal, political, and operating complexities involved with a legal combination of a public and private organization. Other markets have successfully blazed the path before us, but we all concur the combination needs to be completed in a manner that is distinctive and suitable for our Gulf Coast. To that end, we have several weeks of work to do as we consider how best to combine.

We further agreed that those weeks are costly, and could lead to precious lost progress as we operate with separate decision-making bodies with past communication challenges.

And most importantly, we agreed with the notion of a unified, regional, inclusive, transparent tourism leadership. Therefore the prudent and obvious action is to functionally consolidate the two organizations, with PDI serving in an 'action-oriented support role', while we work out the details of a more lasting combination.

The benefits of such unification are numerous; the detriments are immaterial when we consider the value of premier destination status.

Should your two organizations be interested in conversing further about an effort of such great promise, then I trust the Business Council will enthusiastically support the task. The timing for such an effort is now.

I look forward to further conversation with great anticipation.

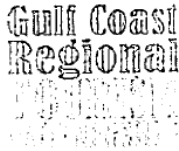
Sincerely yours,

A handwritten signature in black ink, appearing to read "John Hairston".

John Hairston  
Chairman, Premier Destination Initiative

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john\_hairston@hancockbank.com • hancockbank.com





November 14, 2011

TO : Rip Daniels, President  
Harrison County Tourism Commission

FROM : John McFarland, Chairman  
Gulf Coast Regional Tourism Partnership

RE : UNIFICATION

Rip:

As both of our organizations have expressed a desire to find a way to consolidate, merge or otherwise bring the resources and assets of our two tourism organizations together to provide a single, unified tourism marketing and development effort, I invite you, as president of the Harrison County Tourism Commission, to join me in pulling together a mutually-agreeable group of interested parties to begin serious discussion on the details of such unification.

HCTC and the Partnership have our individual rules and parameters within which we must work and some of those details are conflicting, but I believe both organizations want the same results: more heads in beds, more tourism-related jobs, more tourism-generated revenue.

I ask you to request from your board at your next meeting the authority to begin discussion on behalf of the Harrison County Tourism Commission and to invite into the discussion those you deem appropriate as the discussions progress. I will ask the same authority from the board of the Gulf Coast Regional Tourism Partnership at our meeting this Friday. We would then individually report back to our boards regularly on our progress.

At this point I don't know what the timeline will be and what the end product will look like; but I think we both agree now is the time to begin good faith discussions in the best interest of Mississippi Coast tourism.

Thank you.

Commissioner Rizzarda made the motion to make the Resolutions from the Lodging Assn and the Hospitality Assn and the letters from John Hairston and John McFarland part of the record as presented. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes

Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

Commissioner Rizzardi made a motion recommending the Executive Committee, Legal Counsel meet with the Gulf Coast Regional Partnership representative and includes the executive directors from the Tourism Commission, MS Hotel & Lodging Assn and MS Hospitality & Rest Assn are included in the meeting. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.

#### Executive director report

Mississippi Gulf Coast Convention and Visitors Bureau  
 Tuesday, November 15, 2011  
 Director's Activity Report

Wednesday, October 19 <sup>th</sup> :	Kiwanis Club Gulfport Speaker
	MS Hotel Lodging Association Meeting
Thursday, October 20 <sup>th</sup> :	H.C. Development Commission/Retiree Partnership-HCTC
	MCCCC Board Meeting-MCCCC
	Gulfport/Biloxi Airport Authority Board Meeting-Airport
Monday, October 24 <sup>th</sup> :	Meeting with Bernice Simmons-HCTC
Tuesday, October 25 <sup>th</sup> :	Mississippi Public Broadcasting Radio Interview-Telephone
	Gulf Coast Business Council Luncheon meeting-Hancock Bank Bldg
	Visitation for John Brady, PhD. Tourism-Riemann-Long Beach
Wednesday, October 26 <sup>th</sup> :	Ad Committee Meeting-HCTC
Thursday, October 27 <sup>th</sup> :	Luncheon meeting with Jon Lucas-Biloxi- Half Shell
Friday, October 28 <sup>th</sup> :	Tour with Sherry Queen, - South Beach Hotel
	Luncheon meeting with Laura Hasty & Sherry Queen-Half Shell
Tuesday, November 1 <sup>st</sup> :	HCTC Special Board Meeting-HCTC
	Resume' review committee
Wednesday, November 2 <sup>nd</sup> :	Welcome USM Tourism Students-MCCC
	Gulfport/Biloxi Airport Authority Board Meeting-Airport
Thursday, November 3 <sup>rd</sup> :	Meeting with Steve Niemen – Bruno/Golf Classic- Grinds Café
	Luncheon Meeting -MHLA & GC R&BA EDs- Linda Hornsby & Bridgette
	Varone- Terrace Café, Biloxi
	Meeting with Bill Webb, MDA-HCTC
Friday, November 4 <sup>th</sup> :	Meeting- PR planning, Mary Spain, pr Beau Rivage & Vincent Creel, PR, City of Biloxi-Beau Rivage
Saturday, November 5 <sup>th</sup> :	Ohr Gala – Beau Rivage
Tuesday, November 8 <sup>th</sup> :	Executive Committee Meeting – HCTC
Wednesday, November 9 <sup>th</sup> :	Meeting – Sports, w/DMO, Radcliff, HCTC – Hancock Bank
Thursday, November 10 <sup>th</sup> :	Meeting-Hancock County Tourism office
	Sponsorship Committee – HCTC
	Meeting-HCTC, MHLA, C R&BA executive committees-HCTC

Tuesday, November 15<sup>th</sup>: Attended the SKA Tournament Reception – Isle, Biloxi  
 Executive Directors Breakfast meeting - Hilton-Airport  
 HCTC Board Meeting - HCTC

Sales report

**CONVENTION SALES:**

**SALES LEADS:**

October 2011: 3 leads representing 390 attendees and 635 room nights

**OCTOBER DEFINITE BUSINESS: 5 leads representing 530 attendees and 780 room nights**

	Meeting Date	Attendees	Total Blocked Rooms	Headquarter Hotel
819 <sup>th</sup> Red Horse Reunion				
819 <sup>th</sup> Red Horse Military Reunion	5/3/2012	90	120	Wingate by Wyndham
Alpha Kappa Alpha Sorority, Inc.				
2011 Mississippi State Wide Cluster Meeting	12/2/2011	50	40	Courtyard Marriott – Gulfport Beachfront
Coastal Insurance				
Joint Board of Directors Meeting	11/14/2012	40	70	Beau Rivage Resort & Casino
Mississippi Development Authority				
Mississippi World Trade Center Gulf States Alliance Export Conference	4/18/2012	150	250	Beau Rivage Resort & Casino
Southeastern Medieval Association				
Annual Regional Academic Conference	10/18/2012	200	300	Courtyard Marriott – Gulfport Beachfront

**OCTOBER LOST BUSINESS: 3 leads representing 305 attendees and 785 room nights**

	Meeting Date	Attendees	Total Blocked Rooms	Lost Reason
Mississippi Association of Personnel Administrators				
2011 MAPA Conference	10/5/2011	100	210	Group selected Tunica, MS (Gold Strike Casino) for the 2011 Conference.
USS Pritchett DD-561 Reunion Association				
23 <sup>rd</sup> Annual Reunion	9/17/2012	80	200	Lost to Mobile, AL.
Family Dollar				
Store Development Meeting	12/18/2011	125	375	They decided to hold the meeting in Tampa, FL.

**Convention Services:**

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
Cruisin' the Coast	October 2 -10, 2011	Coastwide	7	FTG	\$756.00	?????
Computer Automation (SEAS)	October 3 – 4, 2011	IP Casino	0	Name badges, pens, notepads, FTG	\$57.00	253
MSAE/LSAE Joint Conference	October 9 – 11, 2011	IP Casino	2		\$54.00	315
American Federation of Government Employees	October 11 – 14, 2011	Four Points	0	Bags, pens, notepads, FTG	\$24.00	91
Navy CB Vets of America	October 11 – 14, 2011	Ramada Inn Gulfport	0	Bags, pens, notepads, name badges	\$37.00	
HCHS Class of 2001	October 14 – 16, 2011	Hard Rock	0	Pens, notepads, FTG	\$93.00	
Sinclair, Dykes, Foster Family Reunion	October 14 – 17, 2011	Four Points	0	Bags, pens, notepads, FTG	\$48.00	28
MS Farm Bureau Federation	October 15 – 18, 2011	Beau Rivage	0	Bags, pens, notepads, FTG	\$24.00	118
81 <sup>st</sup> Fighter Wing	October 17 – 21, 2011	IP Casino	0	Bags, pens, notepads, FTG	\$24.00	91

MS Nurses Association	October 17 – 22, 2011	Beau Rivage / MCCCC	4	Pens, FTG	\$552.00	345
Catholic Press Association	October 19 – 22, 2011	LaQuinta – Biloxi	0	Bags, pens, notepads, FTG	\$24.00	
MS Association of Student Nurses	October 19 – 22, 2011	Quality Inn Biloxi	0	FTG		
Keesler AFB Alumni & Friends	October 23 – 27, 2011	Quality Inn Biloxi	0	Name badges, pens, notepads, FTG	\$37.00	131
US Environmental Services	October 26 – 28, 2011	Beau Rivage	2	Bags, pens, notepads, FTG	\$168.00	351

Total **\$1898.00**      **1723+**

**Shows:**

- MSAE/LSAE Annual Convention -October 9 – 11, 2011 - IP Casino Resort Spa  
CVB hosted opening reception on Monday, October 10, 2011
- Alabama Council of Association Executives - October 5 – 7, 2011 - San Destin, FL

**Projects:**

- Fireball Run Adventure Road Rally - October 1, 2011  
\*\* Island View Casino hosted a poolside party – CVB coordinated the finish line event.

**LEISURE TRAVEL:**

**Sales Leads:**

October 2011: 1 lead representing 100 passengers and 200 room nights

**October Definites: 4 definites representing 382 passengers and 776 room nights**

	Tour Date	PAX	Room Nights	Property booked
Adventure Group of Florida, Inc.				
Adventure Group of Florida – one night	7/23-24/12	50	25	Courtyard Marriott – D'Iberville
Barkley Travel Service				
Barkley Travel – Spring 2012	4/2-5/12	32	51	Four Points by Sheraton
East Coast Touring Company				
Mississippi Gulf Coast Your Way	4/15-20/12	200	500	Beau Rivage Resort & Casino
Mae Smith				
Seniors Trip to Biloxi	4/12-16/12	100	200	Isle Casino Hotel Biloxi

**October Assists: 4assists representing 402 passengers and 429 room nights**

	Tour Date	PAX	Room Nights	Assisted with...
Christian Tours / Burke International Inc.				
Biloxi and New Orleans Winter Escape	2/15-16/2012	54	27	Tour options for the area.
First Class Tours – Houston (SERIES TOUR – 6 tours – 2 days – 40 passengers – 40 room nights)				
Casinos of Biloxi	Feb, Mar, July, Aug, Oct 2011	240	240	Other tour options for the area while here.
Lamers Bus Lines, Inc. / Lamers Tour & Travel				
Biloxi Coastal Retreat	3/18-21/2012	54	81	Tour options
Tourco's Firstline Tours, Inc.				
MS Gulf Coast Gambler	10/24-27/2012	54	81	Tour options for the area.

**October Lost Business: 2 lost business representing 195 passengers and 234 room nights**

	Tour Date	PAX	Room Nights	Reason Lost
Croswell VIP Motorcoach Services				
Croswell – Spring Value Tour	3/6-8/12	150	168	Decided to stay in New Orleans instead.
Otis Hames				
North Carolina Gaming Group	11/7-10/11	45	66	Unable to reconnect with Mr. Hames – turned to lost business.

**Staff Activities:**

- October 17, 2011: Sales Staff Meeting
- October 18, 2011: DC Sales Blitz Meeting
- October 26, 2011: Full Staff Meeting

## Marketing report

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

- Converted Google articles into PDF's for Taryn to send to commissioners, featured marketing partners, and staff
- Department monthly report
- Responded to tourism stats requests
- Submitted Simpleview correspondence – Jessica Johnson regarding monthly reports from consumer database ad sources and State/Country, Christina Day regarding referring web site on analytics report,
- **Articles identified – WLOX, Sun Herald (5), WAPT 16 ABC, TN Motorcoach Spotlight, Bank Travel Management, Premiere Bride,**
- Updated Homepage, individual web pages and URL's as needed
- Consumer Newsletter compiled and sent to database
- Posted press releases to media releases on web site as Taryn wrote them
- Created URL for Washington DC sales blitz and assisted Crystal in sending Save the Date notices
- Checked all print ad landing url's to make sure they are always live. Verified the page and menu for each. Updated pages that contained event dates.
- Updated Events calendar for the Coastal Cleanup while Jaffe was on vacation
- Created a page for the Print RFP to be posted and worked with Linda Robinson to post RFP. Made changes when notified that corrections were necessary.
- Assisted Linda Robinson in creating a Landing URL, corresponding page, and menu item for ad in the Family Travel Planner. I created a Landing URL for the Mississippi Meeting Planner with corresponding page and menu.
- Searched for and inactivated a consumer who does not wish to receive our information.

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

- **Photos posted to Facebook during September Photo contest: 9**
- **Status updates/conversations on Twitter: 104**
- **Publications/writers communicated with:** Keith Burton, *Gulf Coast News*; John Felsher; Priscilla, *The Sun Herald*; Kara Kimbrough, *The Sun Herald*; Andrea Doyle, *Successful Meetings Magazine & Incentive Magazine*; Karen Lingo, MS State Travel Guide; Lyn Lofton, *Southern Living*
- **CleanPix image requests:** Ruth Kemnitz - *Gaming South*; Melissa Connor – Margartivaville Biloxi; Kelly Roher, Bobit Business Media; Romain Chereau – Cercle des Vancances; Matt Bogard – Suburban Extended Stay Hotel Biloxi; Craig Hubbell – Sea Oats Enterprises; Melanie Ward – *Mississippi Magazine*; Penny Garlington, MGCCC; Natasha Wojcik – Visergy; Suzanne Conway – MVI; Jeremy Jordan – Cincom; DeeAnn Bilben, ATEA Journal
- **Blog posts:** “Beau Rivage Beer Fest,”
- **Requests from wegoplaces.com: 4**
- **Giveaways on Facebook: 12**
- **Site tours:** Angela Ash – *So Weddings* (September 30 & October 1); Larry Craines – *Cruisin Style Magazine* (October 5-9); Thomas Spanehl (October 13-15); Holger Jacobs (October 28-30)

- Posted daily status to Twitter and Facebook. Reviewed Google Alerts. Sent recent articles to staff & commissioners.
- **Press Releases written, sent and posted to pressuite.com:** Announcing Cruisin' the Coast as ABA Top 100 Event, announcing Gold Award from *M&C* magazine. IAGTO conference.
- Linked articles to CRM and emailed to marketing partners mentioned. Added ad values when received.
- Reviewed Facebook Insights, Hootsuite report, & Google Alerts.
- Answered local questions on tripadvisor.com.
- Created press kit for Ken Montana to give to Fireball Run participants.
- Emailed Rita with *M&C* magazine about award plaque. Faxed form to her.
- Email correspondence with Dave from bestofms.com about rack cards.
- Launched Guest Writers for blog program.
- Created media kit for Thomas Spahnel's site visit and delivered to hotel. Reminded marketing partners when he'd be by for a visit. Followed up with him via email after visit. Sent marketing partners thank you cards for helping with Thomas' visit.
- Submitted article for *Guidebook America*.
- Took Nicholas & Lence to airport following Commission Meeting presentation
- Created press kits to give to Ken Montana for upcoming boat show.
- Created media kit for Holger Jacobs and delivered to hotel. Reminder marketing partners when he'd be stopping in for a visit. Had lunch with him at Half Shell Oyster House on 10/28. Sent thank you emails to marketing partners for assisting with Holger's trip.
- Created Mardi Gras FAM agenda for meeting.

#### **Jaffe Perniciaro, Tourist Information Specialist**

- Added 12 new coupons to website, renewed 45 that were expiring end of month. Added 3 event coupons, 5 coupons did not renew. 3 coupon did not renew due to seasonal.
- Continued with updating and adding descriptions to listings & entertainment on website by contacting each listing and verifying information.
- Added the following NEW Businesses, Restaurants, Events, Attractions, Activities & Meeting Facilities: - Palace Casino Meeting Facility, Diamondhead Inn & Suites (formally DH Inn) Meeting Facility, CJ's Seafood House, Fried Green Tomato Restaurant, Inaugural Black & White Unity Ball, Personal Paparazzi Photography, Kroc Center RJ;s Boo Bash, Paquiao vs Marquez PPV Fight, Sea Oaks Vacation Rentals, Fall Celebration Benefit Open Car Show, Rat's 'N' Tat's Atomic Blast, Riley's Children's Apparel, 2nd Annual Nightmare @ TheDepot, Canvases For Casa, Inaugural LollaPETooza, Hair of the Dogs, Diamondhead Bakery, Torta Dolce Bakery, Off The Hook Seafood & Cajun Grille, Samurai Sushi D'Iberville, Fortune Pho 75, Tisket-A-Tasket Gift Gallery, Le Bakery & Café, San Miguel Mexican Restaurant, Tony's Family Restaurant & Ice Cream Parlor, Tiki Room Restaurant & Lounge, SOS Daiquiri Bar & Grill, Tilley Photography, 2nd Annual Paralyzed Veteran's "Stuff Your Stocking" Gift Bazaar, Bonfire King, Disney on Ice 100 Years of Magic, Ocean Springs Art Expo, Gulfport City Stage Concert Series (Tim Reynolds),
- Answered numerous tourism inquiries by telephone & email
- Submitted STS Nominations for April/May/June
- Updated all off-site venues, additional meeting facilities & entertainers sections of website

#### **Linda Robinson, Administrative Research Assistant**

- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society for submission: Crawfish Festival, Kite Fest, and Biloxi Blessing of the Fleet.
- Fulfilled requests for Fun Time Guides and attraction information.
- Checked magazines and publications for write-ups and ads: Gulf Coast Business Oct 2011 "Mississippi Gulf Coast CVB named best of the year"; South Living Oct 2011 "Women in Business – Beth Carriere"; Premier Bride Mississippi "Mississippi Gulf Coast Weddings - A Destination as beautiful as You."
- Assisted as Tourism Receptionist.

- Updated website listings and pages.
- Exported data from event survey into survey monkey: Scrapin the Coast.
- Mailed calendar of events to consumers.
- Edited and updated media contact information in CRM.
- Assisted Beth with BP grant application.
- Posted Fun Time Guide RFP on the web site.
- Sent Destination DVD by priority mail to Michael Jones of Mississippi Tourism.
- Transcribed minutes for the Ad Committee meetings.
- Prepared and mailed letters to organizations that submitted applications for sponsorship and marketing assistance: Professional Cowboy 2011 Finals Rodeo; Mississippi NAACP 2011 State Convention; MS Association of Coaches; Long Beach Concert Choir Association; Gulf Coast Substance Abuse Task Force.
- Submitted Big 3 jobs and ads for review and approval: Meeting Planner 2012 Open Job Forms; Compass Spring/Fall Travel Planner Open Job Forms; Compass Family Travel Planner-1/2 Page Open Job Forms; Gateway Promotion; Nicholas & Lence Communications recommendation letter; PCA Rodeo Sponsorship ad; OJF Facilities & Destinations Open Job Forms; OJF Connect & Collaborate Open Job Forms; Open Job Forms for Sales DVD; USB Foot Drives Open Job Forms.
- Assisted with creating the landing URL page for Family Travel Planner 2012

### Meetings Attended

- October 1 – Fireball Run finish line
- October 2-4 – Southern Public Relations Federation Conference, Point Clear AL
- October 4 – Administrative Assistant Conference
- October 12 – Simpleview conference call regarding open tickets, possible projects and web issues
- October 17 – PRAM luncheon  
Ad committee meeting
- October 18 – HCTC Commission Meeting  
HSMAl Luncheon Guest speaker was John McFarland  
Vocus Demonstration
- October 19 – Long Beach Chamber 2nd Cup With Mayor
- October 21 – Demo with Meltwater News about their online media database services & follow-up conversations
- October 26 – Full Staff Meeting with Executive Director  
Meeting with Kat DuBose of *Bon Appetit* & *Conde Nast* about potential advertising  
Ad Committee Meeting
- October 27 – Attended Don Jacobs announcement ceremony as “King of Tourism”
- October 28 – Demo with MyMedia about their online media database services  
Million Air grand opening
- October 31 – CisionPoint online media database service demonstration

Ad Source	October	Totals
AAA Southern Traveler	5	5
America's Best Vacations	4,057	4,057
ANOTHER WEB SITE	45	45
Arthur Frommer Budget Travel	1	1
BANNER ADVERTISEMENT	1	1
Better Homes & Gardens	1	1
City/Regional Magazine Insert	3	3

Fall Travel Planner	2,072	2,072
Family Circle	141	141
FRIEND OR FAMILY MEMBER	30	30
Go Magazine (Air Tran Magazine)	1	1
Golf Digest	1	1
Midwest Traveler	1,112	1,112
Mississippi Tour Guide	14	14
OPRAH Magazine	1,823	1,823
Radio	2	2
Saltwater Sportsman	1	1
SEARCH ENGINE	112	112
Southern Breeze	1	1
Southern Living	115	115
State Referrals	3	3
Television or Radio Ad	26	26
Travel 50 & Beyond	6	6
TravelMeredith.com	4	4
Unknown/Newspaper/Magazine	90	90
Web	151	151
Where To Retire	224	224
<b>TOTALS</b>	<b>10,042</b>	<b>10,042</b>

#### TOP 10 AD SOURCES

America's Best Vacations	4,057
Fall Travel Planner	2,072
OPRAH Magazine	1,823
Midwest Traveler	

	1,112
Where To Retire	224
Web	151
Family Circle	141
Southern Living	115
SEARCH ENGINE	112
Unknown/Newspaper/Magazine	90

<b>STATE/COUNTRY</b>	<b>October</b>	<b>TOTAL</b>
Alabama	493	493
Alaska	5	5
Arizona	49	49
Arkansas	520	520
California	158	158
Colorado	36	36
Connecticut	51	51
Delaware	8	8
Florida	449	449
Georgia	507	507
Hawaii	10	10
Idaho	14	14
Illinois	334	334
Indiana	197	197
Iowa	49	49
Kansas	232	232
Kentucky	192	192
Louisiana	753	753
Maine	17	17
Maryland	54	54
Massachusetts	49	49
Michigan	114	114
Minnesota	85	85
Mississippi	536	536
Missouri	738	738
Montana	7	7
Nebraska	19	19
Nevada	29	29
New Hampshire	16	16
New Jersey	107	107
New Mexico	11	11

New York	176	176
North Carolina	314	314
North Dakota	7	7
Ohio	186	186
Oklahoma	343	343
Oregon	24	24
Pennsylvania	135	135
Rhode Island	7	7
South Carolina	207	207
South Dakota	2	2
Tennessee	450	450
Texas	1,833	1,833
Utah	8	8
Vermont	6	6
Virginia	210	210
Washington	-	0
Washington DC	5	5
West Virginia	57	57
Wisconsin	106	106
Wyoming	4	4
<b>Total States</b>	<b>9,919</b>	<b>9,919</b>

### COUNTRIES

<b>Canada</b>	<b>110</b>	110
Newfoundland	<b>1</b>	1
Puerto Rico	<b>1</b>	1
<b>Total Countries</b>	<b>112</b>	<b>112</b>

### STATE/COUNTRY

Texas	<b>1,833</b>
Louisiana	<b>753</b>
Missouri	<b>738</b>
Mississippi	<b>536</b>
Arkansas	<b>520</b>

**Canada**

**FISCAL YEAR 2011-2012  
IN-HOUSE STATE INQUIRY REPORT**

STATE	OCT	N	D	J	F	M	A	M	J	J	A	S	TOTAL
Alabama	5												5
Arkansas	1												1
California	1												1
Colorado	2												2
Delaware	1												1
Florida	4												4
Georgia	4												4
Iowa	2												2
Illinois	8												8
Indiana	2												2
Kentucky	1												1
Louisiana	7												7
Massachusetts	1												1
Maryland	1												1
Maine	2												2
Michigan	2												2
Minnesota	4												4
Missouri	4												4
Mississippi	17												17
North Carolina	6												6
Nebraska	1												1
New Jersey	2												2
New York	2												2
Ohio	2												2
Oklahoma	1												1
Oregon	1												1
Pennsylvania	1												1
South Carolina	1												1
Tennessee	5												5
Texas	11												11
Utah	1												1
Virginia	1												1
Vermont	1												1
Wisconsin	6												6
Total States	111	0	0	0	0	0	0	0	0	0	0	0	111

Interests	Count
Restaurants	454
Beaches	453
Area Map	425

Festivals & Events	390
Hotel/Motel	336
Special Events	324
Shopping	307
Cruisin The Coast	276
Tours	276
Gaming	270
Nightlife	264
Outdoor	262
Weekend Packages	230
Family Fun	229
State Parks	211
History	207
Cottages/Condos	200
Civil War	193
Fishing	147
Bed & Breakfast	117
Golf	89
Sporting Events	84
Educational	73
Lodging	58
RV Parks	56
Honeymoon/Wedding	54
Retirement	49
Pilgrimages	48
Power Boat Races	44
Attractions	40
Relocation	34
Meetings & Conventions	18
Hunting	2
<b>Representing 681 Inquiries</b>	

## **FISCAL YEAR 2011-2012**

### **IN-HOUSE INQUIRY SOURCE REPORT**

<b>INQUIRY SOURCE</b>	<b>OCT</b>	<b>TOTAL</b>
AAA Southern Traveler	7	7
Another Website	4	4
Chamber of Commerce Referral	6	6
Family Circle	1	1
Friend Referral	8	
Internet E-mail Request	9	9
Magazine	2	2
Mississippi Tour Guide	9	9

Mississippi Travel Guide	1	1
Previous Visitor	8	8
Radio	2	2
Search Engine	8	8
Telephone	5	5
Television	3	3
Unknown	33	33
	106	98

Bill Holmes, MCCCC

Reported on the following:

- Upcoming events: Snow White & the Seven Dwarf; REBA; Hockey; Disney on Ice; PCA

Executive Session – None

Reminders

3. Office Closed – Thanksgiving – Thursday & Friday – November 24<sup>th</sup> – 25<sup>th</sup>
4. HCTC meeting – Tuesday, December 13<sup>th</sup> @ 1:30pm
5. MS Hospitality & Rest Assn, Gulf Coast Chapter meeting – Tuesday, December 13<sup>th</sup> – Oak Crest Manor, Pass Christian – 5:30 pm – 8pm

Commissioner Hansen moved the meeting be adjourned. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Martin-Burkholder	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Creel	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Montana	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 November 15, 2011.