

**HARRISON COUNTY TOURISM COMMISSION  
OFFICIAL MINUTES  
OCTOBER 7, 2008**

The Harrison County Tourism Commission met Tuesday, October 7, 2008 at 1:30 p.m., at its office located at 11975 Seaway Road, Gulfport, MS.

Commissioners Present: Beverly Martin, president; Drew Allen, treasurer; Kenneth Montana, secretary; Nicky Creel; Rip Daniels; Judge Danny Guice; Wilma Rizzardi; Gary Ponthieux; Greg Van Stone; Bill Holmes, ex-officio

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

Others Present: Hugh Keating, legal counsel; Linda Hornsby & Bob Bennett, MS Hotel & Lodging Assn; Laura Hasty, Ted Riemann, Reed Guice, the Big Three; Judy Randall, Randall Travel Marketing & Berkeley Young, Young Strategies

Commissioner Martin called the meeting to order.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 7, 2008.

Public Agenda

Linda Hornsby, MS Hotel & Lodging Assn. reported that several of the local hotels are taking reservations for Cruisin' the Coast. Apparently several reservations that were made last year, were cancelled, The Association has talked about a new cancellation policy for booking a year out.

Minutes

Commissioner Daniels made a motion to accept the minutes from the September 20, 2008 meeting as presented. Seconded by Commissioner Allen, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 7, 2008.

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

Treasurer's Report

Commissioner Allen reported the October 7, 2008, disbursements as follows: check disbursements for 10/07/08--\$122,437.23; total travel advance/reimbursements for September 2008 -- \$2,471.98; grand total disbursements--\$124,909.21. Commissioner Allen moved these disbursements be approved. Seconded by Commissioner Daniels, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 7, 2008.

Old Business

Judy Randall & Berkeley Young – Randall Travel Marketing

Discussed the following items:

- Consumer confidence index; Lodging, Transportation; Convention Meetings; Cruise Industry; Spas; Domestic leisure; Group tours; Family vacation trends;
- Summary of National economic impact – revenue possibly down 5 – 10%; Nervous customers equal spending less; fuel cost
- Summary specifics – strategic market segmentation approach works best; need research and a vision; know your market segments; create & promote unique experiences for leisure tourism success.

New Business

Commissioner Allen made the motion approving the request to attend the American Assn. of Airport Executives (AAAE) 2<sup>nd</sup> Airport/Seaport Cruise Ship Conference being held November 9 – 11, 2008 in Ft. Lauderdale, FL – at an estimated cost of \$1,800 for each which including registration, hotel, air, meals for Commissioner Ponthieux and Richard Forester. This is a co-op conference with the Gulfport/Biloxi Airport Authority staff. Seconded by Commissioner Daniels, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 7, 2008.

Legal Counsel Report

Mr. Keating reported on the following items:

- Golf, Casino Gaming & Fishing promotion being hosted on [www.gulfcoast.org](http://www.gulfcoast.org).
- InterAir Media the settlement has been drafted and sent out, should have signed settlement by next week.
- Big Three Advertising Agency have contract drawn up with terms provided by the Commission and the Big Three, ready for signature.

Commissioner Montana made the motion authorizing the President to execute the Big Three Advertising Agency contract as the agency of record for the Harrison County Tourism Commission as

specified in the stipulations of the contract. Seconded by Commissioner Allen, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 7, 2008.

#### HCTC Reports

Commissioner Montana reported on the Technology Committee meeting held Monday, September 29<sup>th</sup>.

Discussed the following items:

- Golf, Casino Gaming & Fishing website. 3 ways to book, click property, reservation # and click golf link.
- Simpleview time line
- Website home page adding Harrison County & municipalities across the bottom of page.

Commissioner Ponthieux made the motion to accept the Technology report as presented. Seconded by Commissioner Allen, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 7, 2008.

Commissioner Daniels reported on the Ad Hoc on Office Relocation held Monday, September 29<sup>th</sup>.

Met with Guild Hardy Architects to discuss office layout at the new expansion of the Convention Center at the Coliseum.

Commissioner Ponthieux made the motion to accept the report from the Ad Hoc on Office Relocation committee. Seconded by Commissioner Daniels, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 7, 2008.

Commissioner Daniels discussed the Advertising Committee meeting held Thursday, Sept. 18<sup>th</sup>.

Discussed the following items:

- The Big Three – Legal Counsel will prepare contract.

- Meeting with Casino Marketing Partners will be held October 17<sup>th</sup> with recommendations for joint co-ops.
- Vehicle Wraps for the Tourism Commission vehicles, waiting on second quote.
- Golf, Casino Gaming and Fishing Promotion Update
- Seawolves Corporate Marketing Proposal – more information needed before a recommendation can be made. Will meet with owners at the October 16<sup>th</sup> meeting.
- PGA Tour, Inc – The Champions Golf Tour in-conjunction with Marquis Sports Partners – more information will be provided at a later time.

Commissioner Daniels made the motion to accept the report from the Advertising Committee meeting, seconded by Commissioner Van Stone, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 7, 2008.

Commissioner Montana made the motion to approve the SEC Advertising (Southeastern Conference – College Football) for radio, program ad and online banner on [www.secsports.com](http://www.secsports.com) - spot broadcast pre-game, during game and post-game on 100 stations in the region at a cost of up to \$12,500 to include 1 -60 section radio spot. Seconded by Commissioner Guice, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 7, 2008.

Commissioner Daniels made the motion to approve the FSN South Advertising (Fox Sports Channel) Proposal for 320 TV Spots during various top-rated FSN sports programs with run dates for November 2008 through February 2009 which includes value added of 60 billboards/scoreboards and 130 additional for 1<sup>st</sup> and 2<sup>nd</sup> quarter in the amount of up to \$44,200. Seconded by Commissioner Montana, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 7, 2008.

Nicole Learson, Director, Marketing  
Marketing

- Finished work on Calendar of Events on website and for October printing
- Added 8 new coupons to website and renewed 11 that were expiring at the end of September; 1 coupon was not renewed
- Mailed 80 inquiry packets
- Updated website listings and added new businesses and restaurants
- Worked on state tourism website to update listings and events for state printed publication 2009
- Worked on revising copy and adding images to sales department IMM newsletter

#### Advertising

- Worked on creative for Golf, Gaming & Fishing Promotion and Shopping & Dining Promotion Advertising
- Ads Produced: Meetings and Conventions Ad (November), Golf Gaming & Fishing (November); Sports Destination Management (November)

#### Media Relations

- Update media database; monitored Google alerts; and approved 73 Cleanpix image requests
- David Ashby, requested visitor stats pre-Katrina and post
- Isabell Brandt is conducting a Choice Impact Study and contacted our office regarding the change in hotel market since Katrina
- Acquired the July 2007-July 2008 database from USA 800 for Randall Travel Marketing for the performance audit
- Michael Ream, Fordors Travel Guide, needs accommodation assistance and a list of open attractions to update the guide September 23-25. Grand Casino Biloxi was first to offer a room.
- Jack Mazurak, Jackson Clarion Ledger, called requesting an estimate of revenue lost due to Gustav, I gave him Louis Skrmetta and Linda Hornsby phone numbers for interview

#### Media Relations

- Hunter Slaton, Meetings & Conventions, annual "*Mississippi Gulf Coast Destination Guide*", requested an update
- Mary Ellen Botter, Dallas Morning News, requested general updates on the Mississippi Gulf Coast. May do another site visit this fall.
- John Trager, USAE, requested a quote from Richard Forester regarding state of meeting facilities on the coast
- Steve Martin, State Office of Tourism, requested feature story pitches for the 3,000 members of media registered for the Oxford Presidential debate.
- Deborah Reinhardt Palmer, AAA Midwest Traveler/Southern Traveler, requested information on Christmas on the Water for the November issue. Also sent her information on Beauvoir's Candlelight Christmas for the December issue.
- Kathy Otto, Gannett Newspapers MS/LA/AL, requested editorial support and images for a Gulf Coast special advertorial piece. We also sent a list of advertisers for them to contact to support the piece.
- Lisa McLean, Sun Herald, asked about staycations in Biloxi and Biloxi attractions and B&B's, then hiking and horseback riding trails in the area. She is working on several articles.
- Karen Mayer, Desoto Magazine, called regarding lighthouse contacts in the area. I referred her to Bill Raymond and Louis Skrmetta. The article will be printed in the October issue. She also downloaded images from CleanPix.
- Matt Alderton, Gulf Coast Meeting News, requested assistance with a special, 7-page supplement that's dedicated entirely to meetings and conventions news within the southeastern United States in the November issue.
- Meetings South editorial for November issue

The following releases were issued in September:

- Mississippi Gulf Coast Reopens For Business After Hurricane Gustav Passes By
- September Coast Tourism Works
- Mississippi Gulf Coast Event Names Festival of the Year In Southeast
- Consumer Newsletter

The following were results of media contact:

- Exhibitor News Network, posted *Mississippi Gulf Coast Reopens for Business After Hurricane Gustav Passes By* in an online newsletter, picked up the TravelVideo.TV
- ETurboNews, posted *Mississippi Gulf Coast Reopens for Business After Hurricane Gustav Passes By* press release
- Google and Google News, included the *Mississippi Gulf Coast Reopens for Business After Hurricane Gustav Passes By* release
- Jack Mazurak, Jackson Clarion Ledger, *Gustav both a boon and a bust*, September 7
- Sun Herald – In Brief, Nonprofit festival to receive tourism award, 9-20-08
- Laura Wagenknecht, Bus Tours Magazine, *Mississippi Gulf Coast CVB Hires Richard Forester*, September 2008 issue.
- Journal of South MS Business, Swetman receives 2007 tourism award, September 2008
- Elliot Free, Heartland Boating, requested updated marina information in February. *Mississippi Gulf Coast – Coming back slowly, but better*, ran August 2008.
- Millie Ball, Times Picayune, Trip Tip covered the Cajun Country Swamp Pop Music Festival 9-28-08

STATE/COUNTRY	September
Alabama	63
Alaska	1
Arizona	23
Arkansas	26
California	55
Colorado	17
Connecticut	7
Delaware	7
District of Columbia	2
Florida	92
Georgia	54
Hawaii	2
Idaho	3
Illinois	193
Indiana	55
Iowa	35
Kansas	22
Kentucky	62
Louisiana	60
Maine	6
Maryland	13
Massachusetts	15
Michigan	67
Minnesota	53
Mississippi	89
Missouri	83
Montana	4
Nebraska	14
Nevada	12
New Hampshire	3
New Jersey	33

New Mexico	5
New York	50
North Carolina	41
North Dakota	8
Ohio	62
Oklahoma	25
Oregon	11
Pennsylvania	47
Rhode Island	1
South Carolina	17
South Dakota	6
Tennessee	53
Texas	115
Utah	7
Vermont	4
Virginia	30
Washington	20
West Virginia	11
Wisconsin	59
Wyoming	1
<b>Total States</b>	<b>1,744</b>
Bangladesh	0
Belgium	0
Brazil	1
Canada	3
China	0
Denmark	0
England	0
Europe	0
France	1
Germany	0
Greece	0
Guam	0
India	0
Indonesia	0
Iraq	0
Italy	1
Macedonia	0
Morocco	0
Pakistan	0
Phillippines	0
Puerto Rico	1
Romania	0

Russia	0
Spain	0
United Kingdom	1
*Unknown locations	0
<b>Total Countries</b>	<b>8</b>
<b>Total inquiries YTD</b>	<b>9,223</b>

Richard Forester, Executive Director

- Reported on the MS Presidential Debate held in Oxford, MS
- Randall Travel

Bill Holmes, MCCCC, ex-officio

- Reported on the Convention Center renovation
- Expansion going well, everything still on rack

Executive Session – None

Reminders:

1. Randall Travel Marketing, Inc. October 5<sup>th</sup> – 7<sup>th</sup>
2. Convention & Tourism Committee – Thursday, Oct 9<sup>th</sup> @ 9:30 am – Commissioners Martin; Creel; Montana; Van Stone
3. Ad Hoc on Travel Committee – Thursday, Oct 9<sup>th</sup> @ 10:30 am – Commissioners Van Stone; Martin; Montana; Rizzardi
4. Advertising Committee – Thursday, Oct 16<sup>th</sup> – 1:00 pm – Commissioners Daniels, Creel, Martin, Montana
5. Casino Marketing Partner meeting – October 17<sup>th</sup> @ 1:00pm – location to be determined
6. HCTC meeting – Tuesday, Oct 21<sup>st</sup> @ 1:30 pm

Staff Travel

1. October 8 – 10, 2008 – Alabama Council of Association Executives Annual Convention – Panama City, FL – Linda Stewart

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

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 7, 2008.

**HARRISON COUNTY TOURISM COMMISSION  
OFFICAL MINUTES  
OCTOBER 21, 2008**

The Harrison County Tourism Commission met Tuesday, October 21, 2008 at 1:30 p.m., at its office located at 11975 Seaway Road, Gulfport, MS.

Commissioners Present: Beverly Martin, president; Kenneth Montana, vice president; Drew Allen, treasurer; Rip Daniels, secretary; Nicky Creel; Gary Ponthieux; Wilma Rizzardi

Commissioners Absent: Judge Danny Guice; Greg Van Stone

HCTC Staff Members Present: Richard Forester, executive director; Crystal Johnson, director, sales; Nicole Learson, director, marketing; Traci Dauro, manager, policy & procurement; Janice Jones, manager, media relations

Others Present: David Duhe', legal counsel; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, vice president, MS Hotel & Lodging Assn; Kevin Drum, MS Gulf Coast Golf Assn; Laura Hasty, Reed Guice, the Big Three; Stefanie Beaugez & Peter Magee, Courtyard Marriott; Paula April, MS Coast Coliseum; Marty Sutherland, Compass Marketing

Commissioner Martin called the meeting to order.

Commissioner Montana 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 Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes
Commissioner Van Stone	Voted -----	Absent

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 21, 2008.

#### Treasurer's Report

Commissioner Allen reported the October 21, 2008, disbursements as follows: check disbursements for 10/21/08--\$216,036.97; grand total disbursements--\$216,036.97. Commissioner Daniels moved these disbursements be approved. Seconded by Commissioner Guice, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 21, 2008.

Commissioner Allen reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for October 21, 2008 – actual 3% collection was \$311,504.41. with HCTC's 2.25% share being \$233,628.31 for a -4.15% change in total collection, and total loss of -4.15% year to year change, reflecting just this month's collections.

Commissioner Allen presented the August 31, 2008, financial statements, reporting total assets of \$2,998,670.93; total liabilities \$100,461.34; total fund balance \$2,898,209.59; total liabilities & fund balance \$2,998,670.93; current revenue \$293,659.11; current expenditures \$1,198,262.83; for a net loss of (\$904,603.72). Commissioner Allen moved these financial statements be approved. Seconded by Commissioner Ponthieux, the president called the question with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 21, 2008.

Commissioner Allen reported on the revenue received from World Choice Travel commission revenue for August 2008 in the amount of \$1,570.14, for a total of \$11,863.67, since October 2007.

Commissioner Allen made the motion authorizing Commissioner Daniels, secretary to be added to the checking accounts held by Harrison County Tourism Commissioner as an additional signature. Seconded by Commissioner Montana, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 21, 2008.

Old Business

Madam President briefed the Commission on several calls she has been receiving on the Golf, Casino Gaming & Fishing promotion. She wanted to remind the Commission that with this event being hosted on [ww.gulfcoast.org](http://ww.gulfcoast.org) website, it is open to all Charter Boat Captains, they do not need to join any Association to participate.

New Business - None

Legal Counsel Report – David Duhe'

A. InterAir Media settlement agreement is being executed by InterAir and should be ready for Commissioners to execute same.

HCTC Reports

Commissioner Martin reported on the Convention & Tourism Marketing meeting held Thursday, October 9<sup>th</sup> with the following recommendations:

Commissioner Montana made the motion to accept the Sales Department Marketing Plan for 2008/2009 and include a quarterly report on progress. Seconded by Commissioner Daniels, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 21, 2008.

Commissioner Montana made the motion to approve the request to utilize incentive funds for the National Assn of Trailer Manufacturers for the 2011 Annual Convention bid proposal in the amount of \$7,500. for transportation. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 21, 2008.

Commissioner Montana made the motion to approve the request to attend from Richard Forester & Crystal Johnson for the American Society of Assn Executives being held August 15 – 17, 2009 in Toronto, Canada as an co-op with the State Tourism office at an estimated cost of up to \$10,000. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 21, 2008.

Mr. Forester reported on the Ad Hoc on Travel Committee held Thursday, October 9<sup>th</sup> with the following recommendations:

Commissioner Montana made the motion to approve the fy2008/2009 travel budget for the Sale, Marketing, Executive and Administration Departments as follows:

Sales Department travel budget

• Tradeshow Registration (5850)	\$64,415.00	
• Travel – Marketing (6110)	\$70,300.00	
• Travel – Meetings (6120)	\$1,900.00	
• Travel – Education (6130)	\$8,500.00	
• Marketing Promotions (5800)	\$36,040.00	
• Freight – Marketing (5900)	\$5,800.00	
• Entertainment Expense (5890)	\$13,350.00	
Dues		
• Convention Sales	\$7,890.00	
• Leisure Travel	<u>\$7,915.00</u>	
<i>Total</i>		\$216,110.00

Marketing Department travel budget

• Seminars & Training (4720)	\$3,750.00
• Registration (5850)	\$2,090.00
• Entertainment (5890)	\$500.00
• Travel – Marketing (6110)	\$1,862.00
• Travel – Meetings (6120)	\$4,206.00
• Travel – Education (6130)	<u>\$5,252.00</u>

<i>Total – Marketing</i>		\$17,660.00
Executive Department travel budget		
• Registration (5850)	\$6,525.00	
• <i>Travel – Meetings (6120) &amp; (4750)</i>	<u>\$38,400.00</u>	
<i>Total</i>		\$44,925.00
<i>**Commissioners travel included**</i>		
Administration Department travel budget		
• Registration (5850)	\$800.00	
• Travel – Education (6130)	\$2,300.00	
• Seminars & Training (4720)	<u>\$200.00</u>	
<i>Total</i>		<u>\$3,300.00</u>
	<i>Total travel budget:</i>	<u>\$281,995.00</u>

Seconded by Commissioner Rizzardi, the president called the question with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 21, 2008.

Commissioner Daniels reported on the Advertising Committee meeting held Thursday, October 16<sup>th</sup> with the following recommendations:

Discussed the following items:

- A. Vehicle wrap – staff will call another vendor for a quote
- B. Seawolves promotional proposal – sending to Events Committee for possible Sponsorship
- C. Casino Marketing Partner meeting
- D. Relax Rewards Shopping & Dining Promotion – November 2008 thru January 2009 – Co-op with the MS Hotel & Lodging Assn – approve up to 500 promotional cards in the amount of \$6,300. – Table for more information

Commissioner Daniels made the motion to accept the report from the Advertising Committee meeting. Seconded by Commissioner Ponthieux, the president called the question with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 21, 2008.

Crystal Johnson, Director, Sales  
September 2008 Sales Report Convention Sales:

Sales Leads: 11 leads representing 5,420 attendees and 4,459 room nights

\*\* 1 of these was a convention center lead

Lost Business: 9 lost leads representing 5,610 attendees and 5,792 room nights

4-Assurant Specialty Property – May 2009 – group selected San Antonio

\*Cattfish Farmers of America – February 2009 – Group voted to hold the convention in Natchez, MS \*East Jefferson General Hospital – November 2008 – Group decided to stay in New Orleans  
 4-Eastern Regional Interstate Child Support Association – 2011 / 2012 Conference – Could not get room block requested  
 4-HelmsBriscoe – Dallas Office – NBCA Congress of Christian Workers – MCCCC did not have dates available \*International Masons – Gulf Coast National District Convention – May 2009 – No bids from hotels 4-Movers Specialty Service – Regional Contractors Meeting – February 2009 – Group selected Jacksonville, FL  
 \*Sullivan Group – January 2009 – Did not select the Mississippi Gulf Coast

**Travel: September 28 – 30, 2008**

Mississippi / Louisiana Society of Association - Executives Biloxi, MS  
 •See attached tradeshow evaluation forms

September 13 – 19, 2008 Oceans 2008 -Conference Quebec City, Canada  
 •Pre-promotion for the 2009 Conference

**Site Tours:National Association of Trailer Manufacturers**

2011 Annual Conference / 1500 ppl / 2175 - room nights September 24 – 25, 2008

*Convention Services:*

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
MS Department of Education	September 11, 2008	Marriott Courtyard	0	Destination Planning Guides	0	0
MS Physical Therapy Association	September 28 — 29, 2008	Beau Rivage	0	Name badges, holders, DPG	\$70.65	75
MSAE/LSAE	September 28 — 30, 2008	Beau Rivage		Badges, holders, pens, notepads, bags	\$178.65	149
USM/New South Economic Development Conf.	September 26, 2008	Marriott Courtyard	0	Destination Planning Guides	0	0
Greater Biloxi Coin Show	September 27 — 28, 2008	Quality Inn Biloxi	1	holders, pens, notepads	\$121.25	0
Navy Seabee Reunion	September 30 — October 1, 2008	Island View Casino		Pens, notepads, badges, holders	\$187.00	35

**Leisure Travel:**

Tour bookings: 3 bookings representing 135 attendees and 201 room nights

White Star Tours — October 13 — 16, 2008 — 35 attendees / 51 room nights

Gunther Charters — Gunther Tours — March 2009 — 100 attendees / 150 room nights

Tentative Generated: 1 lead representing 50 attendees and 75 room nights

Specialty Tours — Gulf Coast Tour — March 22 — 25, 2010 — 50 ppl / 75 room nights

Foreign Individual Travel (FIT): 4 leads representing a potential of 2,570 room nights

Exclusive Travel — April 1, 2009 — March 31, 2010 — 730 room nights (potential)

New World Travel — April 1, 2009 — March 31, 2010 — 730 room nights (potential)

Gendron Voyages/Travel/Flex Tour — August 1, 2008 — July 31, 2009 — 750 room nights (potential)

DEFINITE: Newmarket Air Holidays — February 2010 — 360 room nights (potential)

Sports Marketing: Worked logistics for the upcoming FLW Redfish, FLW Kingfish, Redfish Cup, and SKA tournaments \* Met with sports facilities in Biloxi, Gulfport, D'1berville and Harrison County

Meetings: September 2, 2008: Closed due to Hurricane Gustav  
 September 8, 2008: Kiwanis Meeting  
 September 9, 2008: Gulfport Chamber Board Meeting  
 September 9, 2008: HCTC Meeting  
 September 11, 2008: Meeting with Shelley — MS Department of Education  
 September 11, 2008: Lunch meeting with Laurie Jugan — Oceans 2009 Conference  
 September 15, 2008: Kiwanis Meeting  
 September 16, 2008: HSMA1 Gulf South Chapter Meeting  
 September 17, 2008: Ohr Board Meeting  
 September 22, 2008: Kiwanis Meeting  
 September 22, 2008: Big Three site visit and lunch  
 September 23, 2008: Meeting with Gold Wing Riders  
 September 23, 2008: HCTC Meeting  
 September 24, 2008: Ohr II Festival Meeting  
 September 30, 2008: Meeting with Mary Rodriquez — Ocean Club

Richard Forester, Executive Director  
 Reported on several different meeting held during the month.

Paula April, MCCCC, reported on the following items:

- Renovations and the expansion at the center, going well; Extending the lobby around Hall A; ceiling package
- Met with the Sales staff to show how the booking system works at the Coliseum
- Seawolves kickoff weekend; Circus is setting up
- Finished Disney on Ice & the Cheeta Girls concerts

Executive Session – None

Reminders:

7. Casino Marketing Partner meeting – Friday, October 24<sup>th</sup> @ 1:00 pm – HCTC Conference Room
8. Salute to the Military – Tuesday, October 28<sup>th</sup> @ 6:00 pm – MS Coast Convention Center
9. HCTC meeting – Tuesday, November 4<sup>th</sup> @ 1:30 pm

Staff Travel

1. TEAMS – October 21<sup>st</sup> – 25<sup>th</sup> – Pittsburgh, PA – Mike Moore
2. TIA Marketing Outlook Forum – Oct 27<sup>th</sup> – 30<sup>th</sup> – Portland, OR – Nicole Learson

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

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

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted October 21, 2008.