

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
SEPTEMBER 9, 2008**

The Harrison County Tourism Commission met Tuesday, September 9, 2008 at 1:30 p.m., at its office located at 11975 Seaway Road, Gulfport, MS.

Commissioners Present: Beverly Martin, president; Ken Montana, secretary; Rip Daniels; Gary Ponthieux; Wilma Rizzardi; Greg Van Stone

Commissioners absent: Drew Allen, treasurer; Nicky Creel; Judge Danny Guice

HCTC Staff Members Present: Richard Forester, executive director; Crystal Johnson, director, sales; Nicole Learson, director, marketing; Janice Jones, manager, public relations; Traci Dauro, manager, policy; Sharon McDonald, manager, finance

Others Present: Hugh Keating, legal counsel; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, vice president, MS Hotel & Lodging Assn; Bill Holmes, MS Coast Coliseum & Convention Center; Laura Hasty, the Ad group; Chad Goss, Grand Biloxi; Marty Sutherland, Compass Marketing

President Martin called the meeting to order.

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

Commissioner Allen	Voted ----Absent
Commissioner Creel	Voted ----Absent
Commissioner Daniels	Voted ----Yes
Commissioner Guice	Voted ----Absent
Commissioner Montana	Voted ----Yes
Commissioner Ponthieux	Voted ----Yes
Commissioner Rizzardi	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 September 9, 2008.

Public

Linda Hornsby, MS Hotel & Lodging Assn., presented the July 2008 hotel occupancy report from the assn. "Come back to the Coast" summer promote went over very well, a total of 525 reservations booked, a total of 1,221 room nights for a room revenue of \$153,528.17. A total of 33 hotels participated in the program.

Bob Bennett, Edgewater Inn, commented on how well the summer program went.

Airport Authority – no representative present

MS Gulf Coast Golf Assn. – no representative present

Minutes

Commissioner Ponthieux made a motion to accept the minutes from the August 19, 2008 meeting as presented. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

<i>Beverly Martin</i> <i>President</i>	<i>George Watson</i> <i>Vice President</i>	<i>Drew Allen</i> <i>Treasurer</i>	<i>Kenneth Montana</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>Rip Daniels</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>

Commissioner Allen	Voted -----Absent
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Absent
Commissioner Montana	Voted -----Yes
Commissioner Ponthieux	Voted -----Yes
Commissioner Rizzardi	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 September 9, 2008.

Treasurer's Report – Richard Forester

Mr. Forester reported the September 9, 2008, disbursements as follows: check disbursements for 090908--\$30,129.52; total travel advance/reimbursements for August 2008 -- \$5,423.75; grand total disbursements--\$35,553.27. Commissioner Rizzardi moved these disbursements be approved. Seconded by Commissioner Van Stone, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Absent
Commissioner Montana	Voted -----Yes
Commissioner Ponthieux	Voted -----Yes
Commissioner Rizzardi	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 September 9, 2008.

Mr. Forester presented the July 31, 2008, financial statements, reporting total assets of \$3,911,296.68; total liabilities \$104,153.84; total fund balance \$3,807,142.84; total liabilities & fund balance \$3,911,296.68; current revenue \$329,760.98; current expenditures \$311,269.94; for a net income of \$18,491.04. Commissioner Montana moved these financial statements be approved. Seconded by Commissioner Rizzardi, the president called the question with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Absent
Commissioner Montana	Voted -----Yes
Commissioner Ponthieux	Voted -----Yes
Commissioner Rizzardi	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 September 9, 2008.

Mr. Forester reported that revenue from World Choice Travel for the month of August 2008 was \$1,570.14 with a year to date total of \$11,863.67.

Mr. Forester reported on the Finance Committee meeting held September 5th with the following recommendation:

Commissioner Rizzardi made the motion to adopt the Fiscal Year 2008/2009 budget for the Harrison County Tourism Commission in the amount of \$5,707,000.00. Seconded by Commissioner Van Stone, the president called the question, with the following results:

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

Commissioner Montana	Voted -----Yes
Commissioner Ponthieux	Voted -----Yes
Commissioner Rizzardi	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 September 9, 2008.

Old Business

Madam President handed out the new Committee assignments for 2008/2009 which will take effect October 1, 2008. If any Commissioner would like to make any changes, please let her know before the September 23, 2008 meeting.

New Business - None

Legal Counsel Report – Hugh Keating

Mr. Keating reported that everything is in order to approve the Simpleview contract.

Commissioner Montana made the motion to approve the Simpleview contract as recommended by legal counsel, and authorizing the president to execute same. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Absent
Commissioner Montana	Voted -----Yes
Commissioner Ponthieux	Voted -----Yes
Commissioner Rizzardi	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 September 9, 2008.

Mr. Keating reported on the InterAir Media agreement, which includes a \$75,000 advertising placement by InterAir and a \$30,000 cash payment, which will include legal fees.

HCTC Reports

Commissioner Daniels reported on the Advertising Committee meeting held Thursday, August 14th.

Commissioner Daniels made the motion to accept the report as follows, with no action being taken:

- Summer Co-op program with the Hotel & Lodging Assn.
- Bike Fest follow up
- Storm preparation
- InterAir Media
- US Airways
- Starting Monday Metro scan radio advertisement will air and also online banners “We’re Open”

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

Commissioner Allen	Voted -----Absent
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Absent
Commissioner Montana	Voted -----Yes
Commissioner Ponthieux	Voted -----Yes
Commissioner Rizzardi	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 September 9, 2008.

Nicole Learson, Director, Marketing
Marketing

- Finished work on Calendar of Events on website and for September printing
- Added 10 new coupon to website and renewed 10 that were expiring at the end of August; 1 coupons were not renewed
- Worked on Destination Planner – New planners were delivered on schedule this month
- Mailed 129 inquiry packets, including Brazil, Canada, France and Italy
- Updated website listings
- Collateral inventory: Map Pads (35 boxes); Rack Brochures (30 boxes); Pocket Folders (30 boxes); Destination Planners (730 boxes)

Advertising

- Approved Golf, Gaming & Fishing Promotion and Shopping & Dining Promotion Advertising
- Submitted grant reimbursements
- Ads Produced: Hancock County Awards Program Ad (September), Delta Sky Ad and Banner (October)

Media Relations

- Nancy Jackson/Gray Richardson, images for Sales Department newsletter.
- Google alerts and Cision clippings
- Barbara De Blasi, Keesler Air Force Base, requested permission to use our B-roll footage for a base video
- Mississippi Tourism Association image request for the 2009 Mississippi Tour Guide. Sent CleanPix folder of all images to lynn@leadingedges.net.
- Image request approvals and update media database
- Robert Baccarie, "World's Greatest..." TV Show, requested initial help in getting Biloxi selected as a "World's Greatest..."
- Carol Lacy, Ultimate Visitors Guide, requested information on eco-tourism
- Amy Frye, Rand McNally, requested images for the upcoming issue and updates to editorial
- Wyatt Myers, Latitudes Magazine, e-mailed casino specific questions for a gaming story
- Paul Cockrell, Great Places to Live, image request for upcoming article

Media Relations

- Amber Bell/Elyse Weidner, Houston Magazine, requested assistance in setting up an August trip for a travel editor for "Paradise Re-Found: Gulf Coast Edition" due October 2008
- Matt Bolch, Federal Reserve in Atlanta, wanted to interview Richard about international tourism on the coast.
- Cheli Strumila, Coast Nightlife Observer, requested a copy of our map for her magazine.
- Wyatt Myers, Latitudes Magazine, e-mailed questions for an article on casinos in smaller cities.
- Elizabeth Bartlett, Meetings South, requested an interview with Richard about meetings on the Coast
- Michael Ream, Fodors Travel Guide, needs accommodation assistance and a list of open attractions to update the guide September 23-25.
- Timothy Brown, Associated Press, called about preparations for Gustav
- Katie Distler, Closing Bell, called about preparations for Gustav and possible financial impact
- Ramona Schindelheim, CNBC, called about preparations for Gustav and asked about the number of casinos currently open.

The following releases were issued in August:

- August Coast Tourism Works (CTW) E-Newsletter; CVB Recipients of M&C Gold Award Winner
- Wilma Rizzardi commission appointment

The following were results of media contact:

- Kaija Wilkinson, Mobile Press Register, Mississippi casinos optimistic they have right stuff to survive, August 10, 2008
- Victoria Munt Rogers, Gulfscapes Magazine, Get hitched on a Biloxi Schooner, August 2008
- Laszlo Buhaz, Canadian Globe and Mail, Pack your Bags, August 22 and Back to Biloxi, August 23.

Bill Holmes, MCCCC, ex-officio, reported on the following items:

- Bull riding event was cancelled. STRAIN still coming, Reba tickets go on sale this weekend
- Expansion lighting problem, had to get the architect involved, fixed now. Parking garage will be located on the southwest side of the old Revelay Project.
- Poppo Ferry expansion going ahead.

Richard Forester, Executive Director, reported on the ASAE Convention he attended, with 135 appointments and so far 33 hot leads. Next year possibly co-opting with the Coliseum staff.

Successful Meetings notified HCTC that we have won the Pinnacle Award again.

Website report – August 2008

Executive Session – None

Reminders:

1. Council of Government – Wednesday, Sept. 10th – Courtyard by Marriott – 5:00pm **Sponsored by HCTC
2. MCCCC monthly meeting – Thursday, Sept 18th – 10:00 am – Coliseum office
3. Advertising Committee – Thursday, Sept 18th – 1:00 pm
4. HCTC meeting – Tuesday, Sept. 23rd @ 1:30 pm
5. Chefs of the Coast – Sunday, Sept. 28, 2008 – 5:00 pm – 5267 Menge Ave, Pass Christian – Oak Crest Mansion Inn

Staff Travel

1. September 13 – 18, 2008 - Oceans 2008 Conference - Pre-convention promotion - Quebec City, Canada – Crystal Johnson
2. September 24 – 25, 2008 – MTA 2008 Presidential Debate – Oxford, MS – Commissioner Daniels & Richard Forester
3. September 28 – October 2, 2008 – MS Society of Association Executives & LSAE Convention – Biloxi, MS – Crystal Johnson & Susan McKnight
4. October 8 – 10, 2008 – Alabama Council of Association Executives Annual Convention – Panama City, FL – Linda Stewart

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

Commissioner Allen	Voted -----Absent
Commissioner Creel	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Absent
Commissioner Montana	Voted -----Yes
Commissioner Ponthieux	Voted -----Yes
Commissioner Rizzardi	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 September 9, 2008.

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
SEPTEMBER 23, 2008**

The Harrison County Tourism Commission met Tuesday, September 23, 2008 at 1:30 p.m., at its office located at 11975 Seaway Road, Gulfport, MS.

Commissioners Present: Beverly Martin, president Ken Montana, secretary; Nicky Creel; Rip Daniels; Judge Danny Guice; Gary Ponthieux; Wilma Rizzardi; Greg Van Stone

Commissioners Absent: Drew Allen, treasurer

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

Others Present: Hugh Keating, legal counsel; Linda Hornsby, MS Hotel & Lodging Assn; Bob Bennett, vice president, MS Hotel & Lodging Assn; Kevin Drum, David Lee & Joel MS Gulf Coast Golf Assn; Laura Hasty, Ted Riemann & Reed Guice, the Big Three; Kim Savant, Harrison County Board of Supervisors, District 2; Kyra Monk, Island View Casino; Paul Lafontaine, Cajun Country Swamp Pop Music Festival

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 -----	Absent
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Rizzardi	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 September 23, 2008.

Presentations

Madam President presented Mr. George T. Watson, past vice president of the Harrison County Tourism Commission a plaque of appreciation for his 15 years of service to the citizens of Harrison County as Commissioner. Mr. Watson thanked everyone for all of the fond memories over the past years.

Mr. Forester presented Mr. Paul Lafontaine, Cajun, Country, Swamp, Pop Music Festival & Car Show the award from the Southeast Tourism Society, Shining Example Award. The event began due to a tragic accident affecting a family member of Paul Lafontaine, the event founder. Mr. Lafontaine realized the importance and need for a search & rescue team on the Mississippi Gulf Coast, and set out to raise money to start the Gulf Coast Search & Rescue. The festival originated as a fund raising event to generate money to buy & train dogs for search & rescue missions. In six years, the event has grown from approximately 1000 visitors in its first year to over 30,000 in attendance in 2007.

Minutes

Commissioner Montana made a motion to accept the minutes from the September 9, 2008 meeting as presented. Seconded by Commissioner Guice, the secretary called the question, with the following results:

Commissioner Allen	Voted -----	Absent
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Yes
Commissioner Rizzardi	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 September 23, 2008.

Treasurer's Report

Mr. Forester reported the September 23, 2008, disbursements as follows: check disbursements for 09/23/08--\$318,074.43; grand total disbursements--\$318,074.43. Commissioner Daniels moved these disbursements be approved. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted ----	Absent
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Rizzardi	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 September 23, 2008.

Mr. Forester reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for September 23, 2008 – actual 3% collection was \$402,753.91. with HCTC's 2.25% share being \$302,065.43 for a 8.72% change in total collection, and total 19.53% year to year change, reflecting just this month's collections.

Commissioner Montana made the motion to amend the 2007/2008 budget to conform to the actual dues and expenditures that occurred during fiscal year 2008 and ending September 30, 2008. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted ----	Absent
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Rizzardi	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 September 23, 2008.

Old Business - None

New Business

Commissioner Montana made the motion to approve the request to sponsor of the Adams Golf Pro Tour Series Pro-am, Tour Championship being held October 13th – 18th at Windance golf course for a Platinum presenting sponsorship in the amount of \$10,000. This event will benefit the MS Gulf Coast Community College Foundation & the Gulf Coast Junior Golf Foundation both 501c3 organizations. Also for event coordinators to furnish necessary documentation after the event. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted ----	Absent
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Rizzardi	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 September 23, 2008.

Legal Counsel Report

Mr. Keating updated the Commission on InterAir Media and discussions with the MS Gulf Coast Golf Assn on the necessary paperwork for the golf, casino gaming & fishing promotion that the Commission will be starting in October 2008.

HCTC Reports

Commissioner Daniels reported on the Advertising Committee meeting held Thursday, Sept. 18th:

Commissioner Daniels made the motion to approve the Marketing Plan for 2008/2009 submitted by the marketing department and accepting the report from the committee meeting. Seconded by Commissioner Montana, the president called the question, with the following results:

Commissioner Allen	Voted ----	Absent
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Rizzardi	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 September 23, 2008.

Commissioner Creel reported on the Nomination Committee meeting held Friday, September 19th with the following recommendation:

Commissioner Creel made the motion approving the recommendation from the Nomination Committee for the following Commissioners to serve as officers for fy2008/2009 effective October 1, 2008:

- Beverly Martin, President
- Kenneth Montana, Vice President
- Drew Allen, Treasurer
- Rip Daniels, Secretary

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

Commissioner Allen	Voted ----	Absent
Commissioner Creel	Voted ----	Yes
Commissioner Daniels	Voted ----	Yes
Commissioner Guice	Voted ----	Yes
Commissioner Montana	Voted ----	Yes
Commissioner Ponthieux	Voted ----	Yes
Commissioner Rizzardi	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 September 23, 2008.

DUE TO PREVIOUS APPOINTMENT COMMISSIONER DANIELS ABSENT & EXCUSES HEREONIN

Crystal Johnson, Director, Sales
Sales report
AUGUST 2008

Convention Sales:

Bookings: 5 bookings representing 1,080 attendees and 2,000 room nights

- ☆401st Tactical Fighter Wing Reunion Association – 2009 Reunion – April 2009 – 230 room nights
- ☆CWT – Spears Travel – The Williams Companies – Transco Christmas Meeting – December 2008 – 40 room nights
- ☆Deere and Company – 2009 Equipment Demo Conference – February 2009 – 710 room nights
- ☆MS Assn of Governmental Purchasing & Property Agents – October 2008 – 975 room nights

- ☆Sara Lee, Inc. – Sara Lee Franchise Opportunities – September 2008 – 45 room nights
- Lost Business: 8 lost leads representing 1,975 attendees and 6,512 room nights
- ☆American Society of Military Comptrollers – National Guard Chapter – 2010 Meeting – Rooms/dates not available – Going to Caribe Royale in Orlando, FL
- ☆Day and Zimmerman – 2008 Engineering and Field Services Summit – Group booked at National Harbor, MD
- ☆Eastern Regional Interstate Child Support Assn – 2010 Annual Conf – Hotels did not respond to lead
- ☆Kuehne + Nagel, Inc. – 2008 Customs Brokerage Managers Meeting – Selected another destination
- ☆RE/MAX – Dixie Region Broker Super Charge Retreat – Selected another destination
- ☆Ship and Shore Meeting & Event Planning – 2009 Czech Polka Group – Selected a property in the Caribbean
- ☆Swift Supply – 2009 Contractor Conference – Selected New Orleans Westin on Canal Street
- ☆TransCen, Inc. – Youth Transition Demonstration Conference 2009 – Selected Buffalo, NY

Sales Leads: 9 leads representing 5,575 attendees and 10,641 room nights

**3 of these were convention center leads

Travel: August 16 – 19, 2008:

American Society of Association Executives, San Diego, CA

*Verbal report given at 9/9/08 meeting by Richard Forester

Sports Marketing: August 10 – 15, 2008: Tour with Jared Christy – Legends of the Rod & Reel (Journalist)

Meetings:

August 4, 2008: Billy Creel Tourism Award Luncheon

August 5, 2008: MS Coast Coliseum & Convention Center Site Tour and meeting

August 6, 2008: MTA Board Meeting

August 11, 2008: Kiwanis Meeting

August 11, 2008: Full Staff Meeting

August 18, 2008: Kiwanis Meeting

August 19, 2008: Ohr Fall Festival Meeting

August 20, 2008: Ohr Special Events Committee Meeting

August 21, 2008: Ohr Board Meeting

August 21, 2008: MPI Gulf States Chapter Meeting (New Orleans)

August 22, 2008: HSMIA Board Meeting

August 25, 2008: Kiwanis Meeting

August 28, 2008: Grand opening party for Marriott Courtyard

Convention Services:

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
MS Chapter Air & Waste Management Association	August 6 – 7, 2008	Beau Rivage	2 ppl. / 8 hours	brochures, bags, pens, notepads, map pads	\$268.80	150
Tri State Respiratory Therapy Conference	August 6 – 8, 2008	IP	0	Brochures, bags, pens, notepads, lapel pins	\$120.00	236
MS Child Support Association	August 18 – 20, 2008	Beau Rivage	0	Bags, pens, notepads, badges & holders	\$51.00	75

Total

\$439.80

350

Other projects:

August 4, 2008: Billy Creel Tourism Award Luncheon

Beau Rivage Resort & Casino
Total expenses: \$14,974.00
Total monies collected: \$9520.00

Leisure Travel:

Tour bookings: 3 bookings representing 169 attendees and 96 room nights

- ☆Designer Travel MS Student Art Trip – October 15 – 16, 2008 – 55 ppl / 20 room nights
- ☆Holiday Tours – MS Gulf Coast Tour – August 25 – 27, 2008 – 38 ppl / 38 room nights
- ☆Travel Link – Gulf Coast Sightseeing – September 4 – 5, 2008 – 26 ppl / 13 room nights

Tentative Generated: 10 leads representing 1,749 attendees and 1,480 room nights

- ☆Designer Travel – MS – Student Art Trip – October 15 – 16, 2008 – 55 ppl / 20 room nights
- ☆Holiday Tours, Inc. – MS Gulf Coast Tour – August 25 – 27, 2008 – 38 ppl / 38 room nights
- ☆Travel Link – September 4 – 5, 2008 – 26 ppl / 13 room nights
- ☆Cross Country Tours, TN Valentines Tour – Feb 13 – 15, 2009 – 40 ppl / 40 room nights
- ☆Dan Dipert Tours – Gulf Coast “Your Choice” Tours – April 6 – 10, 2009 – 55 ppl / 108 room nights
- ☆Kincaid Coach Lines – Gaming Trip – August 24 – 25, 2008 – 55 ppl / 28 room nights
- ☆Lamers Bus Lines, Inc. / Lamers Tour & Travel – Biloxi Value Tour (SERIES TOUR – 4 Times) 165 ppl / 325 rn
- ☆Scotts Reunion – 2009 Reunion – June 19 – 21, 2009 – 60 ppl.
- ☆State Swimming Competition – October 24 – 27, 2008 – 1200 ppl / 800 room nights
- ☆Triple 7 Tours Ltd – Gulf Coast Tour – October 27 – 30, 2008 – 55 ppl / 108 room nights

Foreign Individual Travel (FIT): 3 leads representing a potential of 1,925 room nights

- ☆Mark Travel Corporation – May 1 – December 31, 2008 – 1000 room nights (potential)
- ☆Tourco, Inc. – Maine – August 1 – December 31, 2008 - 900 room nights (potential)
- ☆DEFINITE: Newmarket Air Holidays – November 11 – 12, 2008 – 50 ppl / 25 room nights

Tradeshows/Travel:

August 6 – 8, 2008

International Motorcoach Group, Strategic Alliance Meeting, Chantilly, VA - *See attached report

August 6 – 7, 2008

Mississippi Tourism Association, Board and committee meetings, Jackson, MS- *See attached report

August 24 – 28, 2008

Motorcoach Operators Association of South Carolina, Columbus, SC - *See attached report

DUE TO PREVIOUS APPOINTMENT COMMISSIONERS PONTHEUX AND VAN STONE ABSENT & EXCUSED HEREONIN

Bill Holmes, MCCCC, ex-officio, reported on the following items:

- Expansion is still on track
- Upcoming events at the center: The Cheetah Girls; Disney Live on Ice; Michael Buble'; Cole Bros Circus; Reba & Kelly Clarkson; MS Sea Wolves
- For the banquet and exhibit hall, new chairs have been ordered and will be delivered soon, these are the oversized chairs.

Richard Forester, Executive Director

- August 2008 hotel occupancy report from the MS. Hotel & Lodging Assn.

Executive Session – None

Madam President invited the Commission and staff to join her for the 12th Annual Cruisin' the Coast kickoff party being held Monday, October 6th at the Island View.

Reminders:

6. Chefs of the Coast – Sunday, Sept. 28, 2008 – 5:00 pm – 5267 Menge Ave, Pass Christian – Oak Crest Mansion Inn
7. Advertising Committee – Thursday, Oct. 2nd – 1:00 pm – Commissioners Daniels, Creel, Martin, Montana
8. Randall Travel Marketing, Inc. October 5th – 7th
9. HCTC meeting – Tuesday, Oct 7th @ 1:30 pm
10. MCCCC monthly meeting – Thursday, Oct 16th – 10:00 am – Coliseum office
11. Advertising Committee – Thursday, Oct 16th – 1:00 pm – Commissioners Daniels, Creel, Martin, Montana

Staff Travel

1. September 24 – 25, 2008 – MTA 2008 Presidential Debate – Oxford, MS – Richard Forester
2. September 28 – October 2, 2008 – MS Society of Association Executives & LSAE Convention – Biloxi, MS – Crystal Johnson & Susan McKnight
3. October 8 – 10, 2008 – Alabama Council of Association Executives Annual Convention – Panama City, FL – Linda Stewart

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

Commissioner Allen	Voted -----	Absent
Commissioner Creel	Voted -----	Yes
Commissioner Daniels	Voted -----	Absent
Commissioner Guice	Voted -----	Yes
Commissioner Montana	Voted -----	Yes
Commissioner Ponthieux	Voted -----	Absent
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 September 23, 2008.