

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
SEPTEMBER 15, 2009**

The Harrison County Tourism Commission met Tuesday, September 15, 2009 at 1:30 p.m., at its office located at 11975 Seaway Road, Gulfport, MS.

Commissioners Present: Beverly Martin, president; Kenneth Montana, vice president; Rip Daniels, secretary; Judge Danny Guice; Jon Lucas; Gary Ponthieux; Wilma Rizzardi; Greg Van Stone; Bill Holmes, ex-officio

Commissioner absent: Drew Allen, treasurer

HCTC Staff Members Present: Richard Forester, executive director; Crystal Johnson, director, sales; Janice Jones, manager, public relations; Traci Dauro, admin assistant; Justin McGuffee, sports marketing manager

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Ted Riemann, Andy Hurt, Kerry Stoddard, Meredith Chase, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Marty Sutherland, Compass Marketing; Woody Bailey, Cruisin' the Coast; Scott Weinberg, MS Hospitality & Rest Assn; Scott Ratcliff, Sports Commission

Commissioner Martin called the meeting to order.

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

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Public

Justin McGuffee, Sports Manager, introduced Dave Brian & Chubby Turner, from the National Cutting Horse Assn. They are touring the HC Fairgrounds and other facilities along the Coast.

Linda Hornsby, MS Hotel & Lodging Assn, reported on the 3 for 2 program

Woody Bailey, Cruisin' the Coast, reported that the association had sent a letter of request to the Commission to help with surveying the participants at the event in the amount of \$5,000. But some things have changed, the association would rather wait until next year to do the survey, so they are asking for a sponsorship instead.

Scott Ratcliff, MS Gulf Coast Sports Commission, discussed the proposed Bernard Blackwell MS High School All-Star Football game with the Commission. Mr. Ratcliff is requesting sponsorship from the Commission, he was directed to send his information in so the Events Committee could review.

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

Scott Weinberg, MS Hospitality & Rest Assn, reported that his Association wanted to make it very clear, that they will support the food & beverage tax, as long as they have a designated seat on the Harrison County Tourism Commission as appointed by the Harrison County Board of Supervisors.

Minutes

Commissioner Guice made a motion to accept the minutes from the July 21, 2009 meeting as presented. Seconded by Commissioner Montana, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Commissioner Guice made a motion to accept the minutes from the August 18, 2009 meeting as presented. Seconded by Commissioner Montana, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Treasurer's Report

Mr. Forester reported the September 15, 2009, disbursements as follows: check disbursements for 09/15/09--\$475,861.87; total travel advance/reimbursements for August 2009 -- \$8,453.29; grand total disbursements--\$484,315.16. Commissioner Guice moved these disbursements be approved. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Mr. Forester presented the August 31, 2009, financial statements, reporting total assets of \$2,998,004.72; total liabilities \$100,620.98; total fund balance \$2,897,383.74; total liabilities & fund balance \$2,998,004.72; current revenue \$271,730.40; current expenditures \$319,402.38; for a net loss of (\$47,672.04), and a year to date loss of (\$262,085.41). Commissioner Rizzardi moved these financial statements be approved. Seconded by Commissioner Lucas, the president called the question with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Mr. Forester reported on the revenue received from World Choice Travel commission revenue for August 19, 2009 in the amount of \$956.71, for year to date total of \$7,030.82, since October 2008.

Old Business

Commissioner Daniels made the motion to approve the FY2009/2010 Operating Budget of the Harrison County Tourism Commission in the amount of \$5,161,500 with an encumbrance of \$655,000. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Commissioner Daniels made the motion to amend the 2008/2009 budget to conform to the actual dues and expenditures that occurred during fiscal year 2009 and ending September 30, 2009. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Commissioner Guice made the motion to approve the following travel budget line items:

- Sales Department ~ \$175,855.00
- Marketing Department ~ \$8,359.00
- Executive Department ~ \$5,000.00

To be reported on a quarterly basis. Seconded by Commissioner Van Stone, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Commissioner Van Stone made the motion to approve the appointment of Richard Forester to the Southeast Travel Society Board of Directors. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen Voted -----Absent
Commissioner Daniels Voted -----Yes
Commissioner Guice Voted -----Yes
Commissioner Lucas 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 September 15, 2009.

New Business

Commissioner Montana made the motion to approve the appointment of Commissioner Guice to represent the Harrison County Tourism Commission on the Council of Governments. Seconded by Commissioner Van Stone, the president called the question, with the following results:

Commissioner Allen Voted -----Absent
Commissioner Daniels Voted -----Yes
Commissioner Guice Voted -----Yes
Commissioner Lucas 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 September 15, 2009.

Legal Counsel Report

Mr. Keating reported he has been working on updating the Policy & Procedures manual for the Tourism Commission, should have ready for review in October.

HCTC Reports

Commissioner Van Stone reported on the Nomination Committee meeting held Tuesday, Sept 1st with the following recommendation:

Commissioner Van Stone reported the committee is recommending the following for officers:
President – Kenneth Montana
Vice President – Rip Daniels
Treasurer – Drew Allen
Secretary – Beverly Martin

Madam President called for any other nominations from the floor, being no one else was nominated,

Commissioner Van Stone made the motion to approve the proposed list to serve as officers for the fy 2009/2011 for a two year term, as listed:

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

Seconded by Commissioner Guice, the president called the question, with the following result:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	Voted -----Yes
Commissioner Montana	Voted -----Abstained
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 September 15, 2009.

Commissioner Daniels reported on the Advertising Committee meeting held Thursday, September 3rd as recommended.

Commissioner Daniels made the motion to approve the proposed 2009-2010 working media schedule and budget as presented by the Big Three, in the amount of \$1,733,834.27. Seconded by Commissioner Montana, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Commissioner Daniels made the motion to approve the proposal from Meetings & Conventions for Affordable Destinations Custom E-newsletter for one year in the amount of \$19,647.06. Seconded by Commissioner Van Stone, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Commissioner Daniels made the motion to approve the following advertising placement total amount of \$63,382.53:

- a. Tripinfo.com – web/online advertising in the amount of \$40,900 for a 1 year period.
- b. Facilities & Destination -2009 Planner Guide in the amount of \$7,482.53
- c. MS Tour Guide – Annual Guide in the amount of \$15,000

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

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Commissioner Daniels made the motion to approve the Southern Skyways proposal for AirTran Airways in-flight GO magazine, for 3 monthly issues in the amount of \$16,392. Seconded by Commissioner Ponthieux, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Commissioner Montana reported on the Review & Grants Committee meeting held Wednesday, September 9th with the following recommendations:

Commissioner Montana made the motion to approve the sponsorship request from Cruisin' the Coast in the amount of \$5,000. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Commissioner Montana made the motion to approve the marketing assistance grant request from Flavor of Americas Festival in the amount of \$1,500 for advertising in Houston & Florida area. Seconded by Commissioner Van Stone, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Commissioner Montana made the motion to approve the marketing assistance grant request from the Gulf Coast Bridge Assn in the amount of \$2,000 for advertising. Seconded by Commissioner Guice, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

The Committee discussed a new fishing tournament Cabela's Speckle Trout USA, will report back to the full Commission after more information provided by staff.

Bill Holmes, reported on the progress of the expansion.

Crystal Johnson, director, sales
 Sales report

Convention Sales:

DEFINITE BUSINESS: 14 leads representing 4,755 attendees and 10,072 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
Westbrook Family Reunion 2010				
Westbrook Family Reunion 2010	7/16/2010	150	225	Courtyard Marriott - Gulfport Beachfront
American Association of State Highway & Transportation Officials				
AASHTO Annual Meeting	9/15/2010	1,500	2,205	Beau Rivage Resort & Casino
American Society for Clinical Laboratory Science (ASCLS)				
Clinical Lab Educators' Conference (CLEC Conference)	2/23/2010	400	890	Beau Rivage Resort & Casino
American Therapeutic Recreation Association				
2010 Mid Year Conference	2/21/2010	200	290	Beau Rivage Resort & Casino
Mississippi Early Childhood Association				
2009 Annual Convention	9/30/2009	400	360	Quality Inn - Biloxi
Mississippi Economic Development Council, Inc.				
2010 Summer Conference	7/20/2010	300	525	Beau Rivage Resort & Casino
Southeastern Pecan Growers Association				
2011 Annual Convention	2/24/2011	150	227	Beau Rivage Resort & Casino
623rd AC&W Association				
2010 Annual Reunion	9/23/2010	100	120	IP Casino Resort Spa
MS State University & Tax Insight				
MS State University Annual Income Tax Course	12/6/2009	30	40	IP Casino Resort Spa
USS Kalinin Bay/VC-3 Association				
USS Kalinin Bay/VC-3 Association	5/2/2010	100	240	Courtyard Marriott - Gulfport Beachfront
Elite Competition Analytics				
Gulf Coast Amateur Classic	5/1/2010	400	2,700	IP Casino Resort Spa
USSSA Slowpitch Softball				
Challenge II	9/4/2009	325	910	La Quinta Inn & Suites - Biloxi
Mississippi Tourism Association				
2011 Governor's Conference on Tourism	2/18/2011	300	480	Beau Rivage Resort & Casino
Alabama-Mississippi Section of the American Water Works Association				
2011 Annual conference AWWA AL/MS	10/1/2011	300	860	Beau Rivage Resort & Casino

Sales Leads:

August 2009: 22 leads representing 5,313 attendees and 11,284 room nights

Travel:

August 5 - 7, 2009
Kellen Company Managers Association - Management Summit
Atlanta, GA
*See attached report

August 6 - 8, 2009
International Association for Exhibitions and Events - Southeast Chapter Summer Classic
Birmingham, AL
*See attached report

August 15 - 19, 2009
American Society of Association Executives
Toronto, Canada
*See attached report

Lost Business:

LOST BUSINESS: 10 lost leads representing 1,875 attendees and 4,445 room nights

	Meeting Date	Room Attendees	Total Requested Rooms	Lost Reason
Dunston Croomes Family Reunion 2009				
Dunston Croomes Family Reunion 2009	7/16/2009	100	150	Wanted a casino property but the rates were too high.
Gray Mayson Reunion				
Gray Mayson Family Reunion [3472]	7/17/2009	150	150	Wanted a casino property but wanted a \$69 - \$99 rate.
American Therapeutic Recreation Association				
Mid-Year Conference	3/28/2009	200	275	Group going to Minneapolis, MN - but booked MS Gulf Coast for 2010.
Fleet Reserve Association & Ladies Auxilliary of the Fleet Reserve Association				
2010 National Convention [3760]	9/19/2010	600	1,315	Board voted to hold this meeting elsewhere.
Mississippi Association of Student Financial Aid Administrators				
2010 Annual Conference [3620]	6/7/2010	200	440	Group booked at Hollywood Casino in Bay St. Louis
National Estuarine Research Reserve System				
2010 Annual Meeting [3761]	10/24/2010	225	1,245	Group decided to look elsewhere because of the limited meeting options on the MS Gulf Coast.
Southeastern Pecan Growers Association				
2010 Annual Convention [3759]	2/25/2010	150	270	Group going to SanDestin in 2010 and Beau Rivage in 2011.
USS Saipan CVL 48 Association				
2010 Reunion [3755]	9/23/2010	100	230	Group decided to hold the reunion in Baton Rouge, LA.
Mind Your Meetings				
Printing Industries of the South [3925]	6/4/2010	80	300	Client decided to keep the meeting in the Nashville area
The ESOP Association				
New South ESOP Chapter Fall Conference [3926]	10/21/2009	70	70	Going to Atlanta, GA - more members close to that area and are trying to keep down costs for their members.

Client Meetings:

August 5, 2009: Meeting with Steve with Cornelius Bennett Golf Tournament

August 10, 2009: Meeting with Demp Bell - RE: Redfish Cup

Site Tours:

August 6, 2009: Team Trails - Suburban Extended Stay in D'Iberville

August 12, 2009 and August 21, 2009: Cornelius Bennett Golf Tournament (Steve) - IP Casino and Shell Landing

August 19 - 20, 2009: Elite Analytics - Palace Casino, IP Casino, Shell Landing

Bid Presentation:

August 19, 2009: MS Association of Governmental Purchasing & Property Agents – Raymond, MS

Convention Services:

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
Tri-State Respiratory Therapy Assoc.	August 5 – 7, 2009	IP Casino Resort		DPG, bags, pens, notepads	\$234.00	249
Mississippi – Louisiana Dental Lab	August 7-9, 2009	Beau Rivage	2 ppl.		\$198.00	424
Biloxi Wholesale Gift Show	8/15 – 8/17, 2009	MCCCC		Badge holders, DPG, pens	\$930.00	
SE Association of State Highway Transportation Officials	8 27 - 9 2, 2009	Beau Rivage		DPG	\$325.00	1902
Total					\$1687.00	2575+

Leisure Travel:

DEFINITE BUSINESS: 5 booked leads representing 243 passengers and 488 room nights

	PAX	Room Nights	Location
Golfpac, Incorporated Golfpac [88926]	100	251	IP Casino Resort Spa, Sterling Resorts, Palace Casino, Courtyard Marriott
Newmarket Air Holidays Newmarket Air Holidays [88924]	50	50	IP Casino Resort Spa
Holiday Tours, Inc. Beau Rivage [88921]	50	75	Beau Rivage Resort & Casino
Meridian Community College Lifetime Quest [88908]	23	12	IP Casino Resort Spa
Signature Service Travel Biloxi Tour [6353]	20	100	Beau Rivage Resort & Casino

TENTATIVE: 5 leads representing 1,725 room nights / 2,660 passengers

CANCELLED: 1 cancelled lead representing 50 passengers and 50 room nights

	PAX	Room Nights	Lost Reason
Travel Leaders – KS Cultural Group [88912]	50	50	Room rates were too high. Could not make tour affordable to sell.

ASSISTS: 4 assists with MS Gulf Coast tour ideas representing 254 passengers and 256 room nights

	PAX	Room Nights	Econ Value	Last Change
Croswell VIP Motorcoach Services Beau Rivage [88925]	50	50	14,600	8/31/2009
Fancy-Free Holidays, Inc. Fancy Free Holidays [88918]	54	81	15,768	8/17/2009
Star Destinations Coastal Tour [88920]	100	50	29,200	8/20/2009
Starr Tours Starr Tours [88923]	50	75	14,600	8/26/2009
Total for Manager	254	256	74,168	

Travel:

August 3 – 4, 2009
Alabama – South Central Motorcoach Association
Mobile, AL
*See attached report

August 5 – 8, 2009
International Motorcoach Group (IMG)
Branson, MO
*See attached report

Department-Wide Activities:

August 4, 2009: Sales Staff Meeting
August 5, 2009: Full Staff Meeting
August 11, 2009: HSMAI Gulf South Chapter Meeting – MS Coast Coliseum & Convention Center
August 19, 2009: Full Staff Meeting
August 20, 2009: MPI Meeting & Lunch (New Orleans)
August 26, 2009: Marketing Partner Meeting
August 26, 2009: Site visit – Biloxi Yacht Club and lunch
August 26, 2009: MS Society of Association Executives – Lunch & Learn
August 26, 2009: Ohr Fall Festival Meeting
August 26 - 31, 2009: Redfish Cup

Richard Forester

Executive & Marketing report

Two things share the position of highlight of the month. One was the debut of the new web site. The other was the presentation to the Board of Supervisors on the State of the Tourism Industry. After many months and much hard work, the new web site went live on September 3rd and was announced formally, along with other information, at a press conference here at the Knight Center on September 11th. Congratulations to the members of the Technology committee, headed by Mr. Montana with Mrs. Rizzardi and Mr. Van Stone. Staff members also made significant, continuing and important contributions to the work, including Janice Jones, Jaffe Perniciaro, Nicole Learson, Traci Dauro and Crystal Johnson. We also must acknowledge the work of the Big 3 and the input from numerous marketing partners in completing this task. The site will continue to be a work in progress and we continually update and improve not only the site, but the data base supporting it and the ability to glean much information about those who visit the site in the future. My thanks to all who have contributed to the process.

The State of the Tourism Industry report was delivered on Monday, August 24th. Our delegation included myself, Traci Dauro, Mr. Hugh Keating and Commissioners Wilma Rizzardi, Gary Ponthieux, and Drew Allen. The presentation went very well. Supervisors had few questions and several positive comments about what was presented.

We also made significant progress on completing the media/advertising budget for 2009/10. It was presented to the Advertising Committee on September 3rd and we along with the Big 3 are accumulating input from committee members, advisory board members and other partners and should have the finishing touches on the plan shortly.

In attending the Gulf Coast Business Council meeting on August 25th, I was able to get information and access to two programs the GCBC is undertaking. One is their effort to host a Senior PGA Tour event here on the Gulf Coast next spring. I attended a meeting of interested parties immediately following the GCBC regular meeting and discovered the council is looking for some 2.5 million dollars in sponsorship money to make the event possible. It is my understanding that they have until the end of September to commit. Also Mr. Anthony Topazi was attempting to secure close to a million dollars in grant money from the state to help make the tournament a reality. Also, as a result of attending the GCBC meeting, I was able to obtain entre into presentations by consulting firms solicited by the GCBC to perform a study comparing the MS Gulf Coast with other similar destinations who have elevated their status to what could be considered, Tier 1 in tourism. That study will compare structure, public/private partnerships, funding, and other factors that have influenced destinations abilities to increase their status. The study is being paid for solely by the GCBC, but the results will be made available to all interested parties. I secured a meeting for Monday, September 14th between GCBC representatives and Ms. Martin, Mr. Montana, and Mr. Allen so that Mr. John Hairston of the Tourism Task Force, GCBC could brief our commission members on the study and its goals.

On Friday September 11th. we hosted a major press conference at the Knight Non Profit Center board room. It was very well attended by media, the Big 3, marketing partners and staff. Mr Ken Montana opened the conference by greeting and thanking all those who participated. The event was used to premiere the new web site, logo, destination dvd, Fun Times Guide, rack brochure and tear sheet map.

The coverage on WLOX and in the Sun Herald was good. Staff made a strong effort to bring this conference off successfully and we achieved that. Thanks to Walker Audio Visual for providing the impressive A V equipment and assistance. Thanks to Janice Jones for setting up the event and handling the lap top web site presentation. Thanks also to Nicole and Traci for their hard work and support.

We hosted the September meeting of the Council of Governments at the Institute for Marine Mammal Studies on Dolphin Lane by the canal Wednesday night, Sept. 9th. the turnout was excellent with close to 50 people in attendance and representatives from every governmental member of the council. Several state legislators were also in attendance. We provided time for Dr. Moby Solangi to speak to the group and inform them about the center and his plans for the future. Thanks to the Big 3 for providing the beverages for the evening. Calvin Coleman of Naomi's provided the food. Commissioners Rizzardi, Van Stone and Ponthieux were in attendance. We also have amped up the discussions with IMMS about group tour business at the center. Janet Harrington will be meeting soon with Mimi Nanney of Dr. Solangis' staff to work out the details.

Projects

Web site – online 9/3

Fun times Guide – delivered 9/9

Tear sheet maps- delivered 9/3

Quarterly Calendar- delivered 9/8

Facebook page – up and running, almost 600 friends

Visitor surveys – pending

Media budget – work in progress

CVB 09/10 budget – putting on the finishing touches

Certification – sent out to properties

Destination DVD – completed

Rack Brochure distribution – two contracts secured, 657 locations in LA & TX, 475 locations in MS, AL & FL.

Interviews for the receptionist and marketing assistant

Meetings/speaking engagements/reports

Board of Supervisors – State of the Industry Report

Gulf Coast Business Council

GCBC golf event mtng. - input

GCBC Tourism Study presentations - input

Marketing Partners Meeting – In depth report

Sports Marathon event mtng. – input

Coliseum Commission – input/report

HCTC Grant Review Cmte. – input

HCTC Nominations Cmte. – input

HCTC Ad Cmte. – considerable input

Gulf Coast Chamber Board of Directors – report

Harrison Co. Executive Directors meeting – report

Council of Governments meeting – report

German Tour Operators/Travel Agents Fam Tour – welcome and info

Airport Board – report

HCTC Executive cmte. – report

GCCVB Press Conference – major report

2 Staff meetings

2 Staff Directors mtngs.

Nicole Learson
 Marketing Report
 User Activity Report
 From Aug 1, 2009 to Aug 31, 2009

	JJ	Total
Contacts		
Added	8	8
Updated	33	33
Leads		
Added	0	0
Updated	5	5
Articles		
Added	8	8
Updated	7	7
Notes Added	0	0
Emails Sent	8	8
Traces Added	1	1
Traces Open	0	0
Traces Completed	156	156
Communications Sent	28	28
Total	254	254

Trace Activity Report
 Status: Completed, from Aug 1, 2009 to Aug 31, 2009

	JJ	Total
Coast Tourism Works	8	8
Communication Correspondence	1	1
Database addition	1	1
Fam	2	2
HCTC contact media with question	1	1
Media Advertisement	1	1
Media Call Follow-up Call	6	6
Media Contacting HCTC for information	3	3
Media Press Kit	5	5
Press Release	126	126
Auto Trace	2	2
Total	156	156

User Activity Report
 From Aug 3, 2009 to Aug 31, 2009

	JJ	JSP	Total
Accounts			
Added	0	21	21
Updated	2	32	34
Contacts			
Added	12	41	53
Updated	149	42	191
Listings			
Added	0	13	13
Updated	474	57	531
Notes Added	0	0	0
Emails Sent	7	0	7
Traces Added	0	0	0
Traces Open	0	0	0
Traces Completed	772	2	774
Communications Sent	28	0	28
Total	1,444	208	1,652

Marketing Partner

Print this Page Close Window

Trace Activity Report
 Status: Completed, from Aug 1, 2009 to Aug 31, 2009

	JJ	JSP	Total
Coast Tourism Works	732	0	732
Database Update	3	2	5
Marketing Partner Correspondence	5	0	5
Marketing Partner Package request	10	0	10
Media Fam	16	0	16
Auto Trace	4	0	4
Total	770	2	772

Reminders

- 1. Chefs of the Coast – Sunday, Sept 20th – 5pm – Oak Crest Mansion Inn, Pass Christian
- 2. Executive Committee meeting – Thursday, Oct 15th – 1:30pm – HCTC Conference room – Commissioners Martin; Montana; Daniels; Allen
- 3. HCTC meeting – Tuesday, Oct 20th – 1:30 pm – HCTC Conf room

Staff travel

- 1. Affordable Meetings – Sept 8th – 11th - Washington, DC – Benson
- 2. US Travel Leadership Summit – Sept 16 – 18th - Washington, DC – Rizzardi, Forester

Executive Session

Commissioner Daniels made the motion to ENTER Closed Session to discuss the need for an Executive Session to discuss personnel items. Seconded by Commissioner Rizzardi, the president called the question with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Commissioner Daniels made the motion to ENTER into Executive Session, to discuss personnel items. Seconded by Commissioner Rizzardi, the president called the question with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

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

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

Legal Counsel reported No Action was taken, reports only.

Commissioner Daniels made the motion authorizing the Executive Director to make salary adjustments as he deems appropriate based on the performance evaluations and review that have

been recently conducted. Seconded by Commissioner Van Stone, the president called the question, with the following results:

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.

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

Commissioner Allen	Voted -----Absent
Commissioner Daniels	Voted -----Yes
Commissioner Guice	Voted -----Yes
Commissioner Lucas	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 September 15, 2009.