

**HARRISON COUNTY TOURISM COMMISSION
OFFICIAL MINUTES
SEPTEMBER 13, 2011**

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

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

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

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Meredith Chase, Diane Carpenter and Andy Hurt, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Danny Ehrat, Shular properties; Janet McCarroll, Gulf Coast Winter Classics; Marlin Ladner, Harrison County Supervisor District 3; Richard Bennett, MS State Representative; Gary Ponthieux, Alderman, City of Long Beach; Mary Perez, Sun Herald

Commissioner Montana called the meeting to order.

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

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted September 13, 2011.

Presentations:

President Montana presented Gary Ponthieux with a plaque for his service and dedication to the Harrison County Tourism Commission and its partners.

President Montana presented Janet McCarroll, 2010 Billy Creel Excellence in Tourism Awardee, a check in the amount of \$850 for Feed My Sheep as her charity as choice.

Public

Linda Hornsby, MS Hotel & Lodging Assn reported on the July 2011 hotel occupancy report.

Clay Wagner, Gulf Coast Business Council - Absent

Old Business

The MS Casino Operators Assn has submitted the State of the State Annual Report from the MS Gaming Industry for 2011.

Beth reported that she is still working on the DMO/BP grant application.

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

The Harrison County Board of Supervisors has re-appointed Commissioners Allen and Daniels to serve until 2016.

New Business

The following items were discussed:

1. MS NAACP 66th Annual State Convention & Policy Institute – November 17 – 19, 2011 – Convention being held at the Courtyard Marriott with functions being held in Gulfport and Biloxi – room block of 140 rooms – Platinum Level transportation sponsorship request in the amount of \$5,000. – President Montana requested this item go to the Sponsorship, Grants and Marketing Assistance Committee for a recommendation.
2. Gold Wings Road Riders Assn, MS District – 2012 MS District Rally – October 11 – 14, 2012 proposing a 3 year plan for sponsorship – 1st year - \$15,000; 2nd year - \$10,000 and 3rd year - \$5,000. This group moved their event to Tupelo in 2008, when they left the Coast the room blocked with pickups were between 1,200 – 1,500.

Commissioner Martin made the motion to approve the request to sponsor the Gold Wings Road Riders Assn, MS District 2012 Rally in the amount of \$10,000. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted September 13, 2011.

3. Professional Cowboy Ann – 2011 Finals Rodeo – January 19 – 22, 2012 – Coliseum business – Requesting \$7,500. President Montana requested this item go to the Sponsorship, Grants and Marketing Assistance Committee for a recommendation.
4. Cruisin’ the Coast – October 2 – 9, 2011 – Events throughout the Gulf Coast – Requesting \$25,000 sponsorship.

Commissioner Allen made the motion to approve the request from Cruisin’ the Coast in the amount of \$10,000 pending the proper Sponsorship form be completed as required, and that the Sponsorship Committee makes the approves the paperwork. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted September 13, 2011.

Commissioner Carter made a motion to consider the requested the Adrenaline Tattoo Company for the Inktoberdest Tattoo Convention being held October 14 – 16, 2011 at the MS Coast Coliseum in the amount of \$4,000. Seconded by Commissioner Martin, the president called the question for discussion. President Montana requested this item go to the Sponsorship, Grants and Marketing Assistance Committee

for a recommendation. Seconded by Commission Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Abstained
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	No
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted September 13, 2011.

Legal Counsel Report

Mr. Keating has reviewed the proposed contract from the Special Event contract from the Lincoln in Washington Dc and the City of Biloxi for the rental of the Biloxi Visitors Center and is recommended the execution of same.

Commissioner Daniels made the motion to approve the executive director to execute the Special Event Contract with the Lincoln in Washington DC for a reception scheduled November 17, 2011 as part of Washington DC Sales/Convention Center Blitz. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted September 13, 2011.

Commissioner Martin made the motion to approve the executive director to execute the Rental Permit Agreement and Policy forms for the Biloxi Visitors Center for event rental being held October 10, 2011 from 6pm until 8:30 pm. As part of our hosting responsibilities for the MSAE/LSAE meeting in the amount of \$500. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted September 13, 2011.

Treasurer's Report

Commissioner Allen reported the September 13, 2011 disbursements as follows: check disbursements for 09/13/11--\$122,599.93; total travel advance/reimbursements for August 2011 -- \$2,183.93; grand total disbursements--\$124,783.86. Commissioner Allen moved these disbursements be approved. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
--------------------	-------------	-----

Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted September 13, 2011.

Commissioner Allen reported on the Finance Committee meeting that was held September 12th with the following recommendation:

Commissioner Allen made the motion to approve the FY2011/2012 Operating Budget of the Harrison County Tourism Commission in the amount of \$3,615,072.90. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted September 13, 2011.

Commissioner Daniels made the motion to amend the FY2010/2011 budget to conform to the actual dues and expenditures that occurred during fiscal year 2010 and ending September 30, 2011. Seconded by Commissioner Allen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted September 13, 2011.

HCTC Reports

Commissioner Guice reported on the Nomination Committee meeting with the following recommendations:

Commissioner Guice made the motion to approve the 2011/2012 slate of officers for the Harrison County Tourism Commission as follows:

- President – Rip Daniels
- Vice President – Drew Allen
- Treasurer – Jon Lucas
- Secretary – Danny Hansen

These appointments will take effect October 1, 2011. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes

Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardi	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted September 13, 2011.

President Montana recommended an Ad Hoc Committee to review the applications submitted for the director of Sports Sales & Marketing position, Judge Guice, Beverly Martin and Wilma Rizzardi will assist the executive director in the process.

Beth Carriere,
executive director report

Wednesday, August 17 th :	Meeting with Compass Marketing Airport Board Meeting Hotel Lodging Association Monthly Meeting
Thursday, August 18 th :	Arizona Student interview/research MCCCC Board Meeting Meeting/ Sales Budget planning
Friday, August 19 th :	Meeting Fireball Run, City of Gulfport and Staff Meeting with Member Beverly Martin
Tuesday, August 23 rd :	Meeting with Big 3 Account Rep. GCBC p.m. Meeting Pascagoula
Wednesday, August 24 th :	Meeting with Airport Marketing Department Meeting with Kerri White – Mississippi Blues Trail Marker Budget meeting with Department Heads
Thursday, August 25 th :	Meeting with Aramark and Staff
Friday, August 26 th :	Lunch meeting with Member John Carter
Monday, August 29 th :	Ad Committee meeting Special Board meeting
Tuesday, August 30 th :	Gov. Conference on Tourism planning meeting
Wednesday, August 31 st :	Luncheon meeting with Member Drew Allen and John Hairston
Thursday, September 1 st :	Staff meeting Meeting with John Mims and MS Coaching Assoc – Football Meeting with Director of Sales
Tuesday, September 6 th :	Work Secession meeting Meeting at Beau Rivage with PR and Marketing Staff
Wednesday, September 7 th :	WLOX Biloxi Visitor Center Dinner meeting with Mary Beth Wilkerson and MDA/TOURISM staff
Thursday, September 8 th :	Meeting with PCA – Bo Campbell Big 3, A/c Rep meeting Dinner with Peter Walton – IATO
Friday, September 9 th :	Center Tour, Peter Walton Big 3 Meeting John, SML Photo for article
Monday, September 12 th :	Budget Meeting
Tuesday, September 13 th :	Board FAM Panel at IP

CONVENTION SALES:**SALES LEADS:**

August 2011: 13 leads representing 2,445 attendees and 8,074 room nights

AUGUST DEFINITE BUSINESS: 10 leads representing 950 attendees and 1,563 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
American Federation of Government Employees				
Local 3438 Training Conference	10/10/2011	80	157	Four Points by Sheraton
Association of Louisiana Lobbyists				
2011 Annual Meeting	11/6/2011	75	60	Beau Rivage Resort & Casino
Building Officials Association of Mississippi				
2012 Annual Conference	6/10/2012	75	300	Courtyard Marriott – Gulfport Beachfront
Mississippi Airports Association				
2012 Annual Conference	5/9/2012	250	400	IP Casino Resort Spa
Mississippi Public Defenders Association				
Spring 2012 Public Defenders Conference	4/25/2012	150	220	Beau Rivage Resort & Casino
Mississippi Seedmen's Association				
67 th Annual Convention	2/10/2012	125	140	Beau Rivage Resort & Casino
NMCB – 74				
Second Annual Reunion	9/2/2011	60	90	Grand Biloxi Casino Hotel & Spa
USS Thornback				
2012 Reunion	5/10/2012	100	160	Isle Casino Hotel Biloxi
Hurd & Associates				
MED ED MS November	11/6/2011	15	20	IP Casino Resort Spa
Things Remembered				
Fall Metro Meeting	9/25/2011	20	16	South Beach Hotel & Suites

AUGUST LOST BUSINESS: 3 leads representing 1,450 attendees and 6,250 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Lost Reason
Louisiana Hospital Association				
2013 Annual Meeting	7/19/2013	400	670	Group selected Perdido Beach Resort
American Council of the Blind				
Summer Convention	7/1/2015	900	5,200	Group requested no meeting room rental, hotels within 1 block of convention center and room rates @ \$100 or below – we could not accommodate.
Lactalis American Group				
Spring National Meeting	3/19/2012	150	380	They have decided on a venue in Miami for the 2012 Spring National Meeting.

Convention Services:

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
Biloxi Wholesale Gift Show	August 5 – 8, 2011	MCCCC / Palace Casino	2	Badge holders, FTG, pens, notepads	\$813.00	114
Bland – Jones Family Reunion	August 11 – 13, 2011	Courtyard Marriott Gpt	0	Name badges, holders, bags, pens, notepads	\$75.00	177
Marine Technology Group	August 22 – 24, 2011	IP Casino	1	Name badge holders, pens, notepads	\$210.00	

Shows:

- American Society of Association Executives
St. Louis, MO - August 4 – 8, 2011

LEISURE TRAVEL:**Sales Leads:**

August 2011: 8 leads representing 366 passengers and 636 room nights

August Definites: 8 definites representing 348 passengers and 686 room nights

	Tour Date	PAX	Room Nights	Property booked
Merit Travel Group, Inc. / Merit Golf Vacations				
Room Nights for 2010	1/1 – 12/30/2011	42	126	IP Casino Resort Spa
Great Canadian Holidays & Coaches				
Biloxi and the Deep South	10/17-21/11	50	100	Palace Casino Resort
Biloxi and the Deep South	10/31 – 11/4/11	50	100	Palace Casino Resort
Biloxi and the Deep South	3/12-16/12	50	100	Palace Casino Resort
Biloxi and the Deep South	3/19-23/12	50	100	Palace Casino Resort
Biloxi and the Deep South	4/2-6/12	50	100	Palace Casino Resort
Restorative Experiences – Travel Agency				
Gaming Trip – Labor Day Weekend	9/3-5/11	20	26	Best Western Oak Manor / Four Points by Sheraton
Voyages Rockland Travel Inc.				
2012 Dixieland Tour	4/11-13/12	36	34	Isle Casino Hotel Biloxi

August Assists: 2 assists representing 108 passengers and 162 room nights

	Tour Date	PAX	Room Nights	Assisted with...
Holiday Tours, Inc.				
Mardi Gras 2012 @ Beau Rivage	2/19-22/12	54	81	Tour options for the area.
Sunrise Tours				
New Orleans, Biloxi and Cajun Country	3/12-16/12	54	81	Tour options for the area.

August Lost Business: 3 lost business representing 134 passengers and 113 room nights

	Tour Date	PAX	Room Nights	Reason Lost
Glenda Bearden				
Weekend Gaming Trip	8/26-28/11	54	54	Unable to contact client after repeated attempts.
Legendary Journeys – Sarasota, FL				
Legendary Journeys	4/6-9/10	50	25	Too expensive
Teresa Washington				
Gulf Coast Gaming Trip	8/28-30/11	30	34	Unable to contact client after repeated attempts

Staff Activities:

August 4, 2011: Full Staff Meeting
 August 5, 2011: Meeting @ Beau Rivage RE: Governors Conference on Tourism
 August 8, 2011: Meeting @ CAVU Productions RE: Sales DVD
 August 9, 2011 and August 19, 2011: Fireball Run Meetings
 August 18, 2011: Meeting @ Biloxi Visitors Center RE: MSAE/LSAE
 August 25, 2011: Meeting with Aramark – National Sales Representative
 August 30, 2011: Meeting with Beau Rivage RE: Governors Conference on Tourism

Marketing department report

Janice Jones, Manager, Internet/E-Marketing Manager

- Converted Google articles into PDF's for Taryn to send to commissioners, featured marketing partners, and staff
- Department monthly report
- Responded to tourism stats requests
- Submitted Simpleview correspondence – Replace old logo with new on web site, logo not appearing on Media/PR leads, e-mail link on contact us names not evident, Consumer Newsletter not following posted dates, meeting facilities not displaying properly,
- Worked with Simpleview on Meta tags and SEO issues with Kristina, Destination Travel Marketing for web site advertising with Eric,
- **Articles identified – Mobile Press Register, Houston Chronicle, Fox 8 Live, 11WTOK.com, WXVT 15, WLOX, Sun Herald,**
- Updated Homepage, individual web pages and URL's as needed
- Consumer Newsletter compiled and sent to database
- Imported leads from USA 800 into CRM
- Created Fireball Run web banner and program ad. Requested Fireball Run logo in high resolution for Traci. Updated Fireball Run Page with Live feed link.
- Updated press release end dates so releases show on active releases for 2 years only, then move to archived releases
- Set interview for Rhonda Miller and Beth regarding Labor Day weekend and summer overview.
- Assisted Ocean Club with contact information for World Choice Travel to be part of our online booking engine. Updated World Choice Travel Contacts
- Updated tripinfo.com information
- Worked on the Governor's Conference on Tourism opening reception slide show and closing luncheon slide show.
- Amazing Race and Opening Reception for Governor's Conference on Tourism
- Opened YouSendIt account and loaded pictures from the Governor's Conference on Tourism and Amazing Race and send to all registered attendees.
- Posted press releases to web site as written by Taryn

Taryn Sammons, Manager, Social Media/Media Relations

- **Photos posted to Facebook during September Photo contest: 27**
- **Status updates/conversations on Twitter: 20**
- **Publications/writers communicated with:** Bert Moore, *The Associated Press*; Colleen Jenkins, Reuters America Service; Lynn Lofton; Jessie Fetterling, *Smart Meetings Magazine*; Deborah Neese, TN Motor Coach Association; Ray Martino, *Cruisin' Style Magazine*; Angela Ash, *Special Occasions Magazine*; Russ Jones, AM Family Radio (requested info on economy); Kristen McIntosh, *Sports Events Magazine*; Don Redman, *AAA Southern Traveler*; Don Culpepper, WLOX News; Marlene Goldman, *Meetings Focus*; Tim Herrick, *Facilities Online*
- **CleanPix image requests:** Laura Doll, Huber Décor (images for O'Charley's in Gulfport); Faith Van Lunen, *The Washington Post*; Daniel Perrone, Media Ventures Inc.; Christine Rodenbaugh, *Angler Magazine*; Megan Doonan (images for Applebee's points of interest mural); Jim Hecker, Art Directions Studio; Janea McDonalds, University of Southern Mississippi
- **Blog posts:** "Enjoy the Great Outdoors on the MS Gulf Coast"
- **YouTube videos uploaded:** Half Shell Biloxi Ribbon Cutting;
- **Requests from wegoplaces.com: 3**
- **Giveaways on Facebook: 20**
- **Site tours:** Angela Ash (September 30 & October 1)
- Posted daily status to Twitter and Facebook. Reviewed Google Alerts. Sent recent articles to staff & commissioners.
- Linked articles to CRM and emailed to marketing partners mentioned.
- Reviewed Facebook Insights & Google Alerts.
- Sent Fireball Run press release announcing local team to local media and to David Hickman with Fireball Run. Sent request to D'Iberville High School cheerleaders, asking for their presence at the finish line. Send email & press release to Biloxi Bay Chamber and Gulf Coast Chamber, asking for it to be forwarded to contacts. Helped Janice create welcome program ad. Emailed Susan media contacts and high resolution image of our logo.
- Reviewed statistics on our entries on wegoplaces.com. Forwarded all inquiries received to Peyton for fulfillment.

- Email correspondences with Jonathon Smith with Dollarhide Productions. Provided him with contact information for MS West Coast and for BSL Little Theatre & 100 Men Hall for additional footage needed for MDA's Economic Impact video.
- Ran search & emailed Traci VIP list from Marketing Partners.
- DMAI Sales & Marketing Committee's Social Media Committee web meeting.
- Added CleanPix images to our assets. Published press brief on CleanPix.com for Fireball Run Press Release and for the Governor's Conference on Tourism Press Release.
- Wrote article for TN Motor Coach Association's November spotlight.
- Received lead from Mary Straton Smith about Thomas Spanhel, German travel writer. Added contact info to CRM and sent hotel lead. Secured hotel at Four Points by Sheraton.
- Emailed marketing partners listed on Holger Jacobs itinerary confirming dates/times for site tours. Made reservations for Annette & Mr. Jacobs at Mary Mahoney's. Emailed Mr. Jacobs and Mary Straton Smith the completed copy of the itinerary.
- Phone call from Scott Ratcliff, Sports Commission, requesting FY 2010 visitor numbers.
- Received email from Angela Ash with *Special Occasions Magazine* requesting complimentary lodging on September 30 & October 1. Created and emailed lead through CRM. Email information to Angela from Lisa with IP Casino regarding complimentary room nights.
- Emailed Doug from *Southern Gaming* a copy of our logo as well as information on the Facebook give away we did for the Casino Cook-off.
- Talked to Linda and Crystal about using hashtags to reach meeting planners and following conventions on the coast.
- Wrote press release for MLT University, highlighting Margaritaville Casino ground breaking, Infinity, the opening of the Biloxi Visitors Center, and Gulf seafood. Sent to Annette for approval. Forwarded to Allison with MLT University to be included in the electronic media kit.
- Email correspondences with Connie Tran, meeting planner for a nurses convention. Emailed her information on local restaurants.
- Drafted and sent Media Alert for Governor's Conference on Tourism. Wrote press release and emailed to local & regional media on 09/23. Attended Governor's Conference.
- Drafted and sent two press releases about MTA Awards. Posted to pressuite.com.

Jaffe Perniciaro, Tourist Information Specialist

- Added 13 new coupons to website - renewed 48 that were expiring end of month. Added 3 event coupons, 19 coupons did not renew. 2 coupons did not renew (out of business), 1 coupon did not renew due to moving locations. 1 coupon did not renew due to seasonal.
- Continued with updating and adding descriptions to listings & entertainment on website by contacting each listing and verifying information.
- Added the following NEW Businesses, Restaurants, Events, Attractions, Activities & Meeting Facilities:
 - Bay St. Louis Community Hall, Erinn Carty Caricatures, Purple Pelican Night Club, Bay Breeze Bike & Kayak Rentals, Paradise Deli & Grill, Coach Mike's, Off Da Grill Southern & Caribbean Café, Arts on the Avenue, The Pink Rooster, Treasures of the Bay, Identity Vintage, Fret's Live Music & Eatery, Jack's by the Tracks, Biloxi Civic Center, Great Escape Vacation Rental, Mocha Blues, Diamondhead Country Club Meeting Facility, Magnolia Hall @ Florence Gardens, Nativity Sacred Heart Meeting Center, Carroll House B&B, 200 North Beach Restaurant & Bar, Southern Chamber Orchestra Concert, Hard Rock, IP, Beau Entertainment, Treasures of the Bay Monthly event, WAMA Birthday event, Cole Brothers Circus, CCA Sunset on the Bay, Oktoberfest @ Watson's, Llapetooza, Cocktail & Classic, Black Friday Weekend Event, The Best of the Best Steel Guitar Performances, Pass Christian Downtown Alive, Blues @ the Square, Annual Historic Preservation Gala, Inaugural Southtoberfest, Inaugural Spankin' the Specks Fishing Tournament, Biloxi Visitor Center Meeting Facility, Showdown @ Sunset 2-MMA Cagefighting, Inaugural Hopefest Beach Bash, Hollywood Casino Meeting facility, Salute Meeting facility, Kinda Kenny-Kenny Rogers Tribute, America's Got Murder Dinner Theatre, Autumn on the Bayou, Inaugural Mary C Luau, DarWell's Catering, Symphony Dinner & Concert
- Answered numerous tourism inquiries by telephone & email
- Updated all off-site venues, additional meeting facilities & entertainers sections of website

Linda Robinson, Administrative Research Assistant

- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society
- Fulfilled requests for Fun Time Guides and attraction information
- Checked magazines and publications for write-ups and ads: Connect Sept/Oct 2011 ad; Bus Tour Magazine Captain' Crawl ad
- Assisted as Tourism Receptionist
- Updated website listings and pages
- Exported data from event survey into survey monkey: Smokin the Sound, Scrapin the Coast
- Prepared correspondence to organizations who received sponsorship

- Created O Magazine advertising conversion study
- Assisted with calendar of events mailout
- Copied Big Three invoices and tearsheets
- Assisted with proofing October Newsletter
- Edited and updated media contact information in CRM

Meetings Attended

- September 1 – Meeting with Beth regarding consumer surveys
CRM consumer advanced webinar
Conversion Study meeting
- September 8 – CleanPix demonstration
Simpleview Meta tags conference call
- September 12 – PRAM luncheon and seminar
- September 13 – HCTC Commission Meeting
Long Beach Chamber Taste of Long Beach
- September 15 – Amazing Race meeting
- September 23 – Vocus demonstration
- September 25 – Amazing Race and Governor's Conference on Tourism opening reception
- September 26 – Governor's Conference on Tourism
- September 27 – Governor's Conference on Tourism & MTA Awards Luncheon
- September 28 – SEO call with Simpleview
- September 30 – Marketing Meeting with Executive Director

STATE/COUNT RY	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun e	July	Aug	Sept	TOTA L
Alabama	172	227	3,851	35	77	137	462	626	283	319	161	225	6,575
Alaska	1	1	0	0	6	2	8	1	5	3	6	2	35
Arizona	14	26	16	6	30	38	74	91	91	57	30	26	499
Arkansas	39	36	21	38	70	128	126	398	218	153	93	161	1,481
California	93	62	31	13	40	108	220	205	307	176	122	111	1,488
Colorado	18	24	17	10	58	34	72	66	57	45	31	37	469
Connecticut	22	13	12	5	8	29	73	49	56	33	22	45	367
Delaware	8	5	3	1	4	12	21	14	14	11	6	12	111
Florida	143	119	63	57	89	174	515	413	460	427	220	278	2,958
Georgia	279	393	6,061	56	72	113	271	926	270	278	136	136	8,991
Hawaii	3	4	3	0	0	1	7	6	11	8	3	4	50
Idaho	11	6	1	3	23	2	10	12	18	6	9	4	105
Illinois	139	109	93	62	171	316	607	379	305	375	274	266	3,096
Indiana	121	59	114	46	84	177	420	161	215	205	133	192	1,927
Iowa	25	31	24	26	49	77	104	61	60	65	58	54	634
Kansas	26	37	22	18	83	47	71	62	100	84	40	76	666
Kentucky	184	209	30	18	45	120	215	481	162	145	68	146	1,823
Louisiana	73	51	2,437	54	97	196	423	608	457	372	169	314	5,251
Maine	8	7	2	1	3	11	20	11	10	7	9	8	97
Maryland	27	18	9	11	10	32	99	64	77	70	33	48	498
Massachusetts	29	22	10	2	17	34	83	59	54	33	35	32	410
Michigan	98	51	70	33	86	238	310	134	177	178	161	141	1,677
Minnesota	38	26	33	28	50	124	133	80	84	68	57	62	783
Mississippi	147	159	3,000	97	125	190	292	535	376	301	165	169	5,556
Missouri	59	95	71	81	147	194	371	260	246	268	173	501	2,466
Montana	5	1	1	0	5	4	6	10	10	6	6	4	58
Nebraska	13	22	6	3	63	25	34	38	47	24	20	14	309

Nevada	18	5	2	2	11	22	22	19	34	21	14	5	175
New Hampshire	7	1	0	2	3	13	20	10	9	11	8	10	94
New Jersey	56	30	22	7	23	65	274	120	99	83	67	59	905
New Mexico	6	8	6	3	24	12	41	27	34	16	11	12	200
New York	105	60	44	25	46	117	279	209	235	156	141	139	1,556
North Carolina	293	415	22	19	32	71	245	548	173	155	92	91	2,156
North Dakota	0	7	2	0	5	3	4	5	8	4	6	1	45
Ohio	148	107	195	39	109	273	926	992	398	382	195	211	3,975
Oklahoma	25	31	15	21	82	38	136	347	109	100	50	56	1,010
Oregon	27	15	7	3	41	13	35	36	51	24	15	23	290
Pennsylvania	99	61	37	11	40	85	351	211	227	168	103	100	1,493
Rhode Island	5	6	1	0	2	12	9	11	12	10	7	8	83
South Carolina	105	177	13	12	18	35	90	267	80	70	49	52	968
South Dakota	5	2	1	2	4	9	5	9	12	10	6	4	69
Tennessee	297	278	5,312	49	95	189	316	752	318	261	164	184	8,215
Texas	175	132	91	76	183	495	865	1,716	722	539	412	685	6,091
Utah	4	6	3	1	4	11	20	19	23	10	9	15	125
Vermont	4	1	0	2	6	2	9	3	7	4	5	5	48
Virginia	166	262	8	17	26	55	120	372	159	80	51	66	1,382
Washington	0	0	0	0	0	0			0	0	0	0	0
Washington DC	3	1	1	2	1	4	5	4	4	7	2	3	37
West Virginia	64	31	10	10	17	54	121	114	166	71	47	41	746
Wisconsin	60	50	46	43	94	166	304	107	101	129	155	122	1,377
Wyoming	4	2	1	3	4	1	4	1	7	3	7	3	40
Total States	3,471	3,501	21,840	1,053	2,382	4,308	9,248	11,649	7,158	6,031	3,856	4,963	79,460

COUNTRIES

Canada	20	35	27	19	11	91	85	110	202	94	83	22	799
Newfoundland												1	1
Puerto Rico	1						1		4			2	8
Virgin Islands		1											1

Total Countries	21	36	27	19	11	91	86	110	206	94	83	25	809
------------------------	----	----	----	----	----	----	----	-----	-----	----	----	----	-----

Total inquiries YTD

Monthly US Total
Monthly International Total
Total September Inquiries

4,963
25
4,988

STATE/COUNTRY

Texas	685
Missouri	501
Louisiana	314
Florida	278
Illinois	266
Alabama	225
Ohio	211
Indiana	192
Tennessee	184
Mississippi	169

Canada	22
--------	----

Fiscal Year-to-Date

Georgia	8,991
Tennessee	8,215
Alabama	5,675
Texas	6,091
Mississippi	5,556
Louisiana	5,251
Ohio	3,975
Illinois	3,096
Florida	2,958
Missouri	2,466

Ad Source	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Totals
AAA Southern Traveler	3	1	4	8	13	14	12	4	12	7	11	5	94
America's Best Vacations	1,185	1,860	20,451	-	1	3	2	4,002	99	1	3	1	27,608
ANOTHER WEB SITE	-	33	29	94	104	110	89	77	120	103	60	41	860
Arthur Frommer Budget Travel	354	53	10	2	3	-	5	1	3	3			434
BANNER ADVERTISEMENT	2	1	2	1	4	5	1	5	3	3	3	1	31
Better Homes & Gardens	1	2	2	4	1	8	777	761	878	326	144	4	2,908
City/Regional Magazine Insert	1	2	3	1	1	1	2		1	2		2	16
Don't Know/Refused	28	21	11	16	4	22	46	25	19	17	18	12	239
Explore the Southeast Spring						2	3,642	1	3	1		1	3,650
Fall Travel Planner			1	1	-	-		2	3	2	2	309	320
Family Circle	145	125	-	4	643	452	808	616	116	14	595	308	3,826
FRIEND OR FAMILY MEMBER	23	25	20	61	58	66	51	53	83	69	41	38	588
Go Magazine (Air Tran Magazine)							1	1	-		1		3
Golf Digest					2	2	2		-		2	7	15
Midwest Traveler												673	673
Mississippi Tour Guide	24	23	22	50	37	50	43	32	51	31	31	13	407
OPRAH Magazine			968					1,376					16,579

	1,327	1,047		7	722		2,575		3,118	1,520	1,710	2,209	
Radio	3	5	3	3	4	2,778	1	3	4			2	2,806
Saltwater Sportsman					1	1		1	1	2	2		8
SEARCH ENGINE	140	112	123	298	272	286	238	254	344	276	186	138	2,667
Southern Breeze	-	1	-	2	1	3	1	1	-	1			10
Southern Living	48	47	23	36	49	36	486	713	585	791	635	678	4,127
Spring Travel Planner 2009	-	1	-	2	-	6	1	1,787	37	23			1,857
Spring Travel Planner 2011							91		-		13	1	105
State Referrals	-	1	2	3	5	5	4	5	4	7	1	2	39
STS Spring Insert								1,551	1,063	1,330	183		4,127
Television or Radio Ad	6	18	24	37	37	55	23	27	63	36	11	19	356
Travel 50 & Beyond	1	-	-	1	2	5	4	4	177	1,076	76	304	1,650
TravelMeredith.com	4	2	2	2	1	3	8	4	3	3	5	5	42
Unknown/Newspaper/Magazine	69	79	66	143	183	208	181	193	243	208	136	78	1,787
Web	148	101	117	319	314	323	299	299	360	307	220	156	2,963
TOTALS	3,512	3,560	21,883	1,095	2,462	4,444	9,393	11,798	7,393	6,159	4,089	5,007	80,795

TOP 10 AD SOURCES

Fiscal Year-To-Date

OPRAH Magazine	2209
Southern Living	678
Midwest Traveler	673
Fall Travel Planner	309
Family Circle	308
Travel 50 & Beyond	304
Web	156
SEARCH ENGINE	138
Unknown/Newspaper/Magazine	78
ANOTHER WEB SITE	41

America's Best Vacations	27,608
OPRAH Magazine	16,579
Southern Living	4,127
STS Spring Insert	4,127
Family Circle	3,826
Explore the Southeast	3,650
Web (forms completed on our site)	2,963
Better Homes & Gardens	2,908
Radio	2,806
Search Engine	2,667

Executive Session – None

Reminders:

1. HCTC meeting – Tuesday, October 18th @ 1:30pm

Commissioner Guice made the motion to adjourn the meeting, being no other business to come before the Commission. Seconded by Commissioner Allen, the vice president called the question, with the following results:

Commissioner Allen	Voted -----	Yes
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Yes
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Yes
Commissioner Rizzardì	Voted -----	Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted September 13, 2011.