

**HARRISON COUNTY TOURISM COMMISSION
 SEPTEMBER 21, 2010
 OFFICIAL MINUTES**

The Harrison County Tourism Commission met Tuesday, September 21, 2010 at 3:30 p.m., at its office located at 2350 Beach Blvd, Biloxi, MS 39531

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

Commissioners absent: Drew Allen, treasurer; Judge Danny Guice

HCTC Staff Members Present: Richard Forester, executive director; Janice Jones, public relations manager, marketing; Traci Dauro, Admin Asst; Sharon McDonald, director of finance

Others Present: Hugh Keating, legal counsel; Laura Hasty, Reed Guice, Andy Hurt, Meredith Chase, & Ted Riemann, the Big Three; Linda Hornsby, MS Hotel & Lodging Assn; Scott Ratcliff, MS Sports Commission

Commissioner Montana called the meeting to order.

Commissioner Martin 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 & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Public

Linda Hornsby, MS Hotel & Lodging Assn, reported on the August occupancy report, government per diem has increased to \$82 for the Gulfport/Biloxi area. The advertising should start running tomorrow for the Charter Boat Fishing Tournament Shootout.

Beverly Martin, MS Casino Operators Assn, Southern Gaming Summit report. Total attendees for this year 1,516, up to 2,300 room nights booked. Regions by attendance – South 81%; Midwest 8%; West 9%; Northeast 2%. Age of attendees 30-39 years 19%; 40 – 49 years 34%; 50 – 59 years 25%; 60 or older 15%. Overall the summit was very good.

Minutes

Commissioner Rizzardi made a motion to accept the minutes from the August 17, 2010 meeting as presented. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes

<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>Richard Forester</i> <i>Executive Director</i>
<i>John Carter</i> <i>Commissioner</i>	<i>Danny Guice</i> <i>Commissioner</i>	<i>Daniel T. "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>

Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Rizzardi made a motion to accept the minutes from the August 25, 2010 meeting as presented. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Treasurer's Report

Mr. Forester reported the September 21, 2010, disbursements as follows: check disbursements for 08/21/10--\$147,388.79; check disbursement with BP grant funds - \$169,600; total travel advance for August 2010 - \$1,496.02; grand total disbursements--\$318,484.81. Commissioner Rizzardi moved these disbursements be approved. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Mr. Forester reported on the room tax receipts. Fiscal year comparison of hotel sales tax collections for September 21, 2010 – actual 3% collection was \$426,345.79. with HCTC's 2.25% share being \$319,759.34 for a 5.76% change in total collection, and total income of 2.25% year to year changes, reflecting just this month's collections.

Mr. Forester reported on the revenue received from World Choice Travel commission revenue for September 21, 2010 in the amount of \$259.36 with a year to date total of \$2,240.04.

Commissioner Martin made the motion to amend the 2009/2010 budget to conform to the actual dues and expenditures that occurred during fiscal year 2010 and ending September 30, 2010. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused

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 21, 2010.

Old Business

Approve allocation of BP Grant funds for the following items:

Commissioner Lucas made the motion to approve the allocation of BP Grant funds to the MS Hotel & Lodging Assn, MS Deep Sea Charter Boat Fishing Shootout in the amount of \$25,000 for their final payment. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Lucas made the motion to approve the allocation of BP Grant funds to the MS Hotel & Lodging Assn, Charter Boat Fishing Tournament Challenge in the amount of \$10,000 for their final payment. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Lucas made the motion to approve the allocation of BP Grant funds to Cruisin' the Coast in the amount of \$50,000 for their final payment. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Martin made the motion to approve the allocation of BP Grant funds to the MS Billfish Classic, Party at the Point/MS Gulf Coast Billfish Rendezvous in the amount of \$25,200. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Rizzardi made the motion to approve the allocation of BP Grant funds to the Gulf Coast Classic in the amount of \$30,000 for their final payment. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Hansen made the motion to approve the allocation of BP Grant funds to the MS Gulf Coast Chamber of Commerce, 29th Annual Biloxi Seafood Festival in the amount of \$25,000 for their final payment. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Hansen made the motion to approve the allocation of BP Grant funds to the US Fast Pitch Softball in the amount of \$4,400 for their final payment. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Kevin Drum, MS Gulf Coast Golf Assn, BP Grant update, was not able to attend meeting for an update.

Commissioner Hansen made the motion to approve the renewal contract with Certified Folder Display Services, Inc for rack brochures distribution in New Orleans, Baton Rouge, Houston, and I-10 E/Houston in the amount of \$10,059.51 and authorizing the executive director to execute same. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

President Montana gave a Tourism Industry status report, post BP. Report on file for any references.

President Montana also discussed the 2010 Bernard Blackwell All-Star Classic by the MS Assn of Coaches, and will send item to the Sponsorship Committee for a recommendation.

New Business - None

Legal Counsel Report

Mr. Keating reported on the following items that are ready for Commission action.

Commissioner Rizzardi made the motion to ratify the executed License Agreement between the Gulfport-Biloxi Airport Authority and the Harrison County Tourism Commission as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
Commissioner Hansen	Voted -----	Yes
Commissioner Lucas	Voted -----	Yes
Commissioner Martin	Voted -----	Abstain
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 21, 2010.

Commissioner Hansen made the motion to approve the Request for Proposals for the Fun Times Guide advertisement as required by State Purchasing Law, Section 31-7-13 (a,b,c) of the Mississippi Code. Seconded by Commissioner Rizzardi, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused

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 21, 2010.

Mr. Keating is still in contact with the State Tax Commission in regards to the hotel/condo fees collected.

HCTC Reports

Commissioner Martin reported on the Convention Development & Travel Committee held September 15th with the following recommendations:

Commissioner Martin made the motion to approve the request to attend the Helms Briscoe Annual Convention & Partner Fair being held in Washington, DC from January 5 – 7, 2011, with registration \$1,850 and total estimated expenses of \$3,100 for Gary Benson. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Martin made the motion to approve the request to attend the Tennessee Motorcoach Association Annual Convention from January 31 – February 2, 2011 in Tunica, MS, with registration of \$300, and total estimated expenses of \$855 for Janet Harrington. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Martin made the motion to approve the request to attend the Travel South Showcase being held in Atlanta, GA from February 22 – 24, 2011, with registration of \$1,265, and total estimated expenses of \$2,615 for Annette Rand or Janet Harrington. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Carter reported on the Sponsorship, Grants & Marketing Assistance meeting held September 20th with the following recommendations:

Commissioner Carter made the motion to approve the Back Bay Mission, 3rd Annual "Putting on the Roux" Gumbo Cook-off being held at the Biloxi Town Green, October 16, 2010, in the amount of \$2,000 for sponsorship of event. Seconded by Commissioner Lucas, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Carter made the motion to approve the Highlands and Islands Association of Celtic Gatherings, Inc. being held November 13 – 14, 2010 at the HC Fairgrounds, in the amount of \$2,000 for sponsorship of event. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Carter made the motion to approve the 25th Annual Christmas in the Pass being held December 3, 2010 in the amount of \$12,500 for sponsorship of event. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Carter made the motion to approve the American Junior Golf Association Southeast Junior Open being held between July – August 2011, in the amount of \$7,500 for sponsorship of event. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Carter made the motion to approve the Coast Fest Music & Arts Festival being held October 21 – 23, 2011, in Pass Christian, in the amount of \$3,000 to be paid thru state grant funds. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Carter made the motion to approve the MS Surge Hockey Team – 2011 Season for a Web banner sponsorship in the amount of \$1,500. Seconded by Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Carter made the motion to approve the request for marketing assistance from the 25th Annual Christmas in the Pass being held December 3, 2010 requesting \$1,000. Seconded By Commissioner Martin, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Carter made the motion to approve the request for marketing assistance from the Gulf Coast Bridget Assn – 2011 Regional Tournament being held at the MS Coast Coliseum from January 31 – February 6, 2011 in the amount of \$1,220. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Bill Holmes reported on upcoming events and discussed proposed hotels contacts.

Richard Forester
Executive, Marketing & Sales report

CONVENTION SALES:

SALES LEADS:

August 2010: 20 leads representing 8,635 attendees and 8,515 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Headquarter Hotel
Mississippi Counseling Association				
2011 Annual Convention	11/2/2011	800	850	MCCCC & Beau Rivage
Mississippi Department of Education				
Students with Emotional Disabilities	10/13/2010	100	0	IP Casino Resort Spa
National Funeral Directors & Morticians Association				
District 6 Meeting	6/6/2010	75	85	IP Casino Resort Spa
MS Air National Guard				
MS Yellow Ribbon Reintegration Program	7/16/2010	650	350	Courtyard by Marriott - Gulfport
MS Yellow Ribbon Reintegration Program	8/13/2010	650	350	Courtyard by Marriott - Gulfport
Mississippi Gulf Coast Coaches Clinic				
Baseball Coaches Clinic	1/20/2011	1,000	1,800	Beau Rivage Resort & Casino
Football Coaches Clinic	3/25/2011	1,000	1,200	Beau Rivage Resort & Casino
Mississippi Nurses Association				
2011 Annual Convention / Centennial Celebration	10/17/2011	145	415	Beau Rivage Resort & Casino

Convention Services:

Group Name	Dates:	Location:	Registration	Goodies:	Total Spent:	Room Nights Picked Up:
Civitan International	August 13 – 14, 2010	Courtyard Marriott	1	Name badges, bags, pens, notepads	\$177.00	45

Biloxi Wholesale Gift Show	August 7 – 9, 2010	MCCCC / Isle	2	Badge holders, FTG	\$526.00	110
Masons & Eastern Stars	August 27 – 29, 2010	Beau Rivage	1	Bags, lapel pins	\$142.90	60
Biloxi Gun & Knife Show	August 28 – 29, 2010	MCCCC	0	Name badges / holders	\$94.00	0

Total

\$939.90

215+

Tradeshows / Travel:

IAEE SE Chapter Summer Classic - August 5 – 7, 2010 - Mobile, AL

American Society of Association Executives - August 21 – 25, 2010 - Los Angeles, CA

Client Meetings:

August 20, 2010: Casey Liuzza with Jani King Gulf Coast Region – Annual Franchise Convention

LOST BUSINESS: 12 leads representing 5,775 attendees and 8,733 room nights

	Meeting Date	Room Attendees	Total Blocked Rooms	Lost Reason
Essentially Women Group Purchasing Organization				
2012 Focus on the Future	4/23/2012	500	330	No hotel could accommodate under one roof and client would not accept the distances between a headquarter hotel & the convention center.
International Society of Automation				
Fall Leaders Meeting & ISA Automation Week	10/13/2011	500	1,380	Did not have it in their budget for meeting space rental – would have to utilize the MS Coast Coliseum & Convention Center. Will consider for 2012 or beyond.
Mississippi Science Teachers Association				
2011 Conference	10/23/2011	150	200	Due to the down economy, group is going to stay in mid Mississippi.
Southeast Athletic Trainers' Association				
2011 Conference	3/16/2011	310	310	Group has selected Atlanta, GA for the 2011 & 2012 Conference.
Southern Sustainable Agriculture Working Group (SAWG)				
2012 Annual Conference	1/18/2012	400	1,670	Selected Little Rock, AR for the 2012 Conference.
Sunbelt Promotional Products Association				
Showcase of Holiday Ideas 2010	7/18/2010	100	150	Group held the 2010 Showcase of Holiday Ideas in Birmingham, AL. They are interested in coming to the Gulf Coast in 2011.
At Ease Destinations				
412 th Commanders Conference	11/12/2010	225	460	Group really wanted to come to the Gulf Coast but no bids were received. Group went to TN.
Four Seasons				
Sales & Service Meeting	11/4/2010	100	150	Group wanted everything under one roof, no convention center hotel.
Paragon Events, Inc.				
Training Seminar	11/7/2010	185	555	Group decided to stay in Michigan.
American Traffic Safety Services Association				
2013 Annual Convention	2/5/2013	3,000	2,857	Biggest concern was bussing from hotels to convention center. Our pricing for meeting space was the most reasonable of all locations.
Association of State & Territorial Health Officials				
Member Meeting – December 2010	12/6/2010	40	95	Meeting will be held in New Orleans.
Mettler Toledo, Inc.				

National Sales Meeting – Lab & Rainin	2/20/2011	180	332	The hotels that could accommodate the meeting did not have the meeting space available over their dates.
National Sales Meeting – Lab / Canada NSM	2/20/2011	85	244	The hotels that could accommodate the meeting did not have the meeting space available over their dates.

Sports Marketing:

Client Meetings:

- August 3, 2010: Mike Hermann – MS Gulf Coast Coaches Clinic
- August 10, 2010: Janet McCarol & Mike McMillan – Harrison County Fairgrounds
- August 16, 2010: Mike Herman – MS Gulf Coast Coaches Clinic
- August 27, 2010: Bobby Carter – Billfish Rendezvous
- August 31, 2010: Mike Hermann – MS Gulf Coast Coaches Clinic

LEISURE TRAVEL:

Sales Leads:

August 2010: 4 leads representing 92 passengers and 390 room nights

Definite: 1 bookings presenting 40 passengers and 522 room nights

	Tour Date	PAX	Room Nights	Hotel
Holiday Tours, Inc.				
2010 Tour	August 22 – 25, 2010	40	60	Beau Rivage Resort & Casino
	Tour Date	PAX	Room Nights	Assisted with:
Cruises & Tours Worldwide				
Springtime on the Gulf	March 30 – April 1, 2011	50	50	Details of restaurants, special places to watch the sunsets, and other tour activities
Lakeland Bus Lines				
New Orleans and the Deep South	October 24 – 26, 2010	40	40	Trip activities

Tradeshows / Travel:

South Central / Alabama Motorcoach Association - August 1 – 3, 2010 - Biloxi, MS

Social Media:

YouTube: Videos at the following locations:

- Frostings Gourmet Cupcakes
- Senses Spa & Salon – IP Casino
- Bop’s Frozen Custard
- MS Coast Convention Center Grand Opening
- Sunkist Country Club
- Biloxi Beach
- Ohr O’Keefe Museum of Art
- Gulf Caravan visits MS Gulf Coast

Facebook: As of September 18, 2010 the MS Gulf Coast Convention & Visitors Bureau Facebook page had the following: 2,571 fans/likes

Department Wide Activities:

- August 2, 2010: South Central / Alabama Motorcoach Association – siteseeing tours / cruise
- August 2, 2010: HCTC Convention & Travel Committee Meeting
- August 4, 2010: Ohr Gala Meeting
- August 11, 2010: YouTube video shoot – IP Spa
- August 11, 2010: Meeting with Ken Montana
- August 11, 2010: Biloxi Bay Chamber Tourism Committee Meeting
- August 17, 2010: MCCCC Grand Opening
- August 17, 2010: HCTC Meeting

August 19, 2010: MPI Gulf States Chapter Luncheon – New Orleans
August 24, 2010: Biloxi City Hall Ribbon Cutting
August 24, 2010: Meeting with Woody Bailey – RE Cruisin the Coast Fam
August 25, 2010: HCTC Special Meeting
August 25, 2010: Lunch meeting with Laurie Jugan (Stennis Industry Day)
August 26, 2010: HSMAI Gulf South Chapter Luncheon - Jackson

Executive Director report

B P Grants: Lots of follow up work, some special meetings, interviews, and data processing in the wake of the announcement. Also fielding calls from those upset that they did not receive any funds. Mr. Montana, Ms. Martin, and Mr. Carter have done good work in meeting with the various event organizers to explain the usage of the money. Much coordination has been required and will continue throughout the period of the grant funding. Staff has also been working to get out as much publicity as possible about the funding process and coordination of the events to foster cooperation and the creation of a fall marketing strategy inclusive of all the events. We have been flooded with requests for information since the beginning of our public relations campaign in regards to the B P grants.

Airport Visitor Center; Lots of conversation and some meetings in regard to the finalization of the agreements to realize a fully manned visitor center at the Gulfport/Biloxi International Airport. Mr. Keating has done the heaviest lifting on this issue with minimal input from me and lots of input from Mr. Berkholder. Also had discussions with the Airport Board and staff and made two appearances at the Airport Authority Board meetings. The agreement was approved by that group on Wednesday, Sept. 15th. It was a mirror document to the one approved by HCTC. I believe the visitor booth is currently in operation.

Tri County Steering Cmte.; In the absence of Mr. Montana and Mr. Daniels, I attended a meeting of the steering cmte. for the B P advertising monies being managed by MDA with significant input from the Big 3. That campaign is in phase 3 and it appears the \$100 gift card portion of the overall promotion will now be delayed until November and will run thru a least the first of January and possibly Jan. 31st. That is yet to be determined.

Tourism Advisory Council; I attended a meeting of the state Tourism Advisory Council on August 26th. The overall budget for the Tourism Division of MDA for fiscal 2011 is just under 7 million dollars. \$2,082,720 is slated for advertising, \$1,228,043 for grants, sponsorships and incentives and \$2,727,474 for operating costs under general tourism services. MDA continues to work with Northstar Strategies to develop a new MS brand platform. A working tag line is "For those who appreciate authentic people and places, Mississippi is the most southern state and the mother of southern culture...yesterday, today, and tomorrow. A final brand print is to be delivered to the state by October 4th, 2010.

Southeast Tourism Society Fall Meeting; I attended this event, Sept. 8th through the 10th in Greenville, S C. Highlight of the conference was general session on Sesquicentennial of the Civil War or C W 150 as it is being referred to in cyberspace. Also many are saying the 150th commemoration of the Civil War. The panelists included Mitch Bowman, executive director, Civil War Trails; Dean Reeder, national tourism director, National Park Service; Don Wollenhaupt, chief of interpretation and education, National Park Service; and Perrin Lawson, deputy director, Charleston Area CVB. One of the main ideas to come out of the discussion was that even if you have no Civil War sites, per se, in your area, the home front was always a part of the story. Find your stories and tell them. Perhaps how the seafood industry helped the Gulf Coast overcome some of the shortages imposed by the northern blockade. Other sessions included Conversations, State Travel Directors Speak Out, with state directors from Virginia, South Carolina and Florida, Tourism is Everybody's Business with Dr. Richard Kelley, chairman, Outrigger Enterprises based in Hawaii. The conference was wrapped up with a presentation on future trends by Judy Randall of Randall Travel Marketing. The practice that we have seen in this area over the past couple of years of continued travel, but shorter trips and less spending is going to continue for the foreseeable future and we all must adjust to the new normal. Occupancy will grow slightly, but average daily rates will continue to struggle to gain any ground.

Speaking engagements; I gave several interviews during the month, most notably to a Fox News national correspondent along with Janice Jones, she got more air time than I did and that's a good thing. She did a great job. I also spoke to the Biloxi Rotary Club at the invitation of Supervisor Windy Swetman and to the Harrison Co. Independent Insurance Agents Assn. I also attended and was recognized at the opening

celebration for the Bay Breeze Special Events Ctr. at Keesler Air Force Base. I accepted recognition on behalf of the HCTC for our sponsorship of their event.

Other Activities; I attended the following meetings or events:

Two Board of Supervisors Meetings, brief reports at both.

Two MS. Hotel & Lodging Assn. meetings & gave reports

Janice and I met with representatives of the Atlanta Journal Constitution/Cox Media to discuss multi media campaigns.

Coliseum Commission

Meetings with organizers of B P funded events

Business Leaders Roundtable

Breakfast meeting with travel writer

Meeting with Dr. Willis Lott, MGCCC

State Fam tour

Grand Opening Guice Gallery

Taryn Pratts' wedding.

Media report

Janice Jones, Manager, Media/Public Relations

- Reviewed Google alerts for articles and sent staff assisted articles/staff quoted/commission quoted articles to staff and commissioners
- Cleanpix image approvals
- Fielded numerous advertising opportunities and forwarded to ad agency for point of view with copies to Richard
- Forwarded reader's response leads to USA 800 for fulfillment
- Continued to submit CRM tickets for correction to Simpleview
- Updated Oil Response page and homepage as often as possible
- Updated Landing URL's with event information and added new URL's as needed
- Worked on the Cruisin the Coast, Arts, and Mardi Gras FAMs – created RSVP page for Cruisin' the Coast FAM and the form in the database.
- Made airline reservations for Peggy Davidson and Teresa Coffman, winners of one of the John Grisham trips to the Coast, IP Casino is the host property.
- Began working on the 2011 Dozen Distinctive Cities nomination with Linda Robinson
- Worked on the BP events grant with marketing staff, and Justin

Media Relations

- Wolfgang Streitboerger, MDA German contact will be visiting September 19-21
- Amy Wilson, MSAE requested updated information from the Mississippi Gulf Coast regarding the oil spill
- Emily Christopher, Sports Illustrated contacted us to research to possibility of shooting on our beaches either October or Feb/Mar as a result of the oil spill to generate positive exposure.
- Tom Bibby, Gaming Destinations, requested a logo for a September e-newsletter highlighting the Mississippi Gulf Coast
- Jill Benson – Louisiana Cooking Magazine – wanted to come August 11-12 to experience the coast with her daughters. The IP was working with her on accommodations – cancelled due to stormy weather conditions
- Fact checked article for Trailer Life Magazine – Bruce Leonard Jr, an attendee from one of the State's golf FAMs
- Sent pictures to Southern Gaming
- Erin Zuber, Deep South Magazine, requested assistance with a Mississippi Gulf Coast story. She first traveled to the Coast with MDA for a FAM.
- Mike Herman, Coaching Clinics, a client of Justin's is in need of press release assistance
- Christi Bowen requested images of Gulfport – sent an e-mail to Ryan LaFontaine and Lisa Bradley requesting current images of Gulfport's streetscapes

- Thom Olink – Dutch writer MDA contact – making arrangements for this writer traveling to the coast September 24-25. The Beau Rivage is the host hotel.
- Kara Kimbrough, Clarion Ledger, requested assistance on restaurants that have reopened since Katrina. Article will run for the 5 year anniversary.
- Peter Koch, Go Magazine (AirTran), requested local writer for articles
- Laurel Kallenbach, a freelance writer, contacted me about volunteer opportunities related to the oil spill and clean up efforts. We talked about the Audubon Center and United Way. Then we talked a little about volunteers still coming to help with Katrina efforts.
- Madeline Vied, NTA, requested a quote about how the community has rebuilt since Katrina

Jaffe Perniciaro, Manager, Tourist Information

- Added 35 new coupons to website, renewed 31 that were expiring end of month, 10 coupons did not renew.
- Continued with updating and adding descriptions to listings on website by contacting each listing and verifying information.
- Added the following NEW Businesses, Restaurants, Events, Attractions, Activities & Meeting Facilities:
Almanett Guest House, Poppy's on Porter, Gulf Coast Garden Clubs Spring Pilgrimage, Harbor Landing Restaurant, Tom Beavers & Friends, Theresa's Closet, Three Live Oaks Vacation Rentals, Godfrey Massages, Duo Variety Show, Duo Go For The Gold Competition, Blue Skies Gallery, Pass Christian Oyster Festival & VIP Event, Antiques on the Rue, Gulf Coast Koi Society Pond Tour, Karma Boutique
- Worked on special project for Mr. Montana for BP Grants for events
- Worked on Fall calendar of events – finished slated for delivery first week of September
- Answered numerous tourism inquiries by telephone & email
- Finished on new Fun Times Guide – Delivered August 12
- Finished updating State Tourism Guide
- Delivered 110 cases Fun Time Guides

Linda Robinson, Administrative Research Assistant

- Gathered, copied and filed publications and news articles on events for Southeast Tourism Society submission
- Fulfilled request for Fun Time Guides and attraction information
- Edited tourism survey
- Checked magazines and publications for write-ups and ads
- Assisted as Tourism Receptionist
- Prepare 2011 Dozen Distinctive Destination Nomination application
- Update meetings and convention media list in CRM for convention center grand opening
- Took minutes for the following meetings: Mardi Gras, Ad Committee, Sponsorship, Grants and Marketing Assistance
- Prepared and mail Sponsorship and Marketing Assistance agreements and applications.
- Edited consumer contacts in CRM with undefined cities.
- Complied event surveys for Smokin the Sound
- Tag leads in CRM for Crusin the Coast and Mardi Gra Fam

Meetings Attended

- Attractions Association Meeting – August 2
- Molly Hughes – Topix – Online meeting to discuss advertising opportunities – August 4
- PRAM meeting – August 9
- Kate Dubose with Conde Nast Traveler – August 9
- Long Beach Meeting – August 10
- Mardi Gras planning meeting – August 10
- Advertising Committee meeting – August 10

- Simpleview CMS Webinar – August 12)
- Sponsorship, Grants and Marketing Assistance – August 16
- Pink Hearts Benefit Luncheon – August 16
- Lee Escler, Katrina cookbook – August 18
- Marketing Department meeting – August 18
- Coliseum luncheon – August 19
- Full Staff Meeting – August 24
- Woody Bailey for Cruisin’ the Coast FAM – August 24
- Fox News interview – August 25
- HCTC called Meeting – August 25
- Watson’s Piano Bar Gala & Called on two businesses before function – August 26
- Julie Gustafson @ Ohr Campus – August 30

Executive Session

Commissioner Daniels made the motion to ENTER Closed Session to discuss the need for an Executive Session to discuss personnel and potential litigation matters. Seconded by Commissioner Martin, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Commissioner Daniels made the motion to ENTER into Executive Session, to discuss personnel and potential litigation matters. Seconded by Commissioner Martin, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

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

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Legal Counsel reported No Action was taken, reports only.

Commissioner Martin made the motion to approve the modifications to the current organizational chart to include an manager of Internet/E Marketing position. Seconded by Commissioner Hansen, the president called the question with the following results:

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.

Reminders:

1. Chefs of the Coast – Sept 24th – 26th – various locations
2. Cruisin the Coast – Oct 3 – 10, 2010 – various locations
3. HCTC meeting – Tuesday, Sept 21st @ 1:30 pm

Thank yous

1. Addie Brent, President, MS Gulf Coast Blues Commission, Inc. - Sponsorship
2. Mark Strickland, Lemon-Mohler Insurance Agency – Richard spoke

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

Commissioner Allen	Voted -----	Absent & Excused
Commissioner Carter	Voted -----	Yes
Commissioner Daniels	Voted -----	Yes
Commissioner Guice	Voted -----	Absent & Excused
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 21, 2010.