

**NEWPORT COUNTY CONVENTION & VISITORS BUREAU  
EXECUTIVE SESSION-PERSONNEL COMMITTEE MEETING  
AND  
BOARD OF DIRECTORS MEETING  
TUESDAY, MAY 3, 2005**

**EXECUTIVE SESSION**

**(Closed meeting pursuant to appropriate State Statutes to discuss personnel matters.)**

**MEETING MINUTES:**

**The meeting began at 12:12 pm.**

**IN ATTENDANCE WERE:**

**Chairwoman Councilperson Jeanne-Marie Napolitano, Jerry Harrington, Gail Alofsin, J. Clement Cicilline, Don Desrosiers, Richard Sardella, Councilperson Charles Vaillancourt, Attorney Christopher Behan and Mary Ann Kelly**

**There was a call to open the Executive Session by Councilperson Charles Vaillancourt and seconded by Richard Sardella. The motion passed unanimously. The board voted in open session to seal the minutes. Councilman Charles Vaillancourt moved to close the**

**Executive Session. It was seconded by Richard Sardella and passed unanimously.**

**The Executive Session adjourned at 12:40 pm.**

## **BOARD OF DIRECTORS MEETING**

### **MEETING MINUTES:**

**The meeting began at 12:45 pm.**

### **IN ATTENDANCE WERE:**

**Chairwoman Councilperson Jeanne-Marie Napolitano, Jerry Harrington, Gail Alofsin, J. Clement Cicilline, Don Desrosiers, Richard Sardella, Councilperson Charles Vaillancourt**

### **STAFF PRESENT WERE:**

**Evan Smith, Cathy Morrison, Martha Sheridan, Debbie Gatta and Mary Ann Kelly**

### **GUESTS PRESENT:**

## **I. PREVIOUS MEETING MINUTES:**

**The previous meeting minutes were reviewed. A motion to accept the minutes was made by J. Clement Cicilline and seconded by Jerry Harrington. The motion passed unanimously.**

## **II. TREASURER'S REPORT:**

**Jerry Harrington read the treasurer's report. City Tax was down 9.69% and Regional Tax was down 2.97% for a combined growth of -8.47%. A motion to accept the treasurer's report was made by J. Clement Cicilline and seconded by Councilperson Charles Vaillancourt.**

## **III. NEW BUSINESS:**

**For the past three years the Newport Partnership for Families, Newport Public Schools, and the Newport Public Education Foundation have sponsored Reading Reaps Rewards (R3)-a summer literacy initiative. The Rhode Island Foundation asked the bureau to be one of the supporters of the 4th summer of Reading Reaps Rewards (R3) to boost Newport student's literacy skills. Councilperson Charles Vaillancourt made a motion to support the MLKC Center Field Trip to boost student's literacy skills with a donation of \$2, 080.00. It was seconded by Richard Sardella and passed unanimously.**

**Richard Sardella made a motion to approve the existing 2005-2006 NCCVB Marketing Support Grant Recommendations. Councilperson Charles Vaillancourt amended the motion to include that the bureau develop a new policy for determining grant distribution in the future. It was seconded by Jerry Harrington and passed unanimously.**

#### **IV. STAFF REPORTS:**

**Each Staff Report will now reflect the figures of the previous month's activity.**

##### **A. CONVENTION & TOURISM:**

**Martha Sheridan, Councilperson Jeanne-Marie Napolitano, Jennifer Pitt and Damon Gordon attended the DC/Baltimore Luncheon on March 30th and 31st.**

**On Tuesday, May 11th, the bureau hosted the Providence Meeting Planner Luncheon at the State House. This luncheon is an opportunity to recognize RI meeting planners and ambassadors for their support. This year there are four ambassadors: Susan Cooper, Charlotte Johnson, Eric Hertfelder and George Whalen.**

**Martha has been sending information on Nominate Newport to businesses, etc. and is doing a commercial to promote the program**

on WADK.

Bookings were down compared to last year and the number of room nights was down for April. As for the number of leads they were down and the wedding leads were also down compared to last year's numbers. The main source of leads is still the internet.

Business booked for April was from numerous organizations resulting in 1,356 total room nights with an economic impact of \$1,455,818.00.

The number of Tour Operator leads was down compared to last year's numbers in April. The number of room nights was also down compared to last year at this time. Travel agent leads are up compared to last year in April.

## **B. MARKETING:**

The hotel community has asked the bureau to help them create a summer package program. It will be launched on Memorial Day weekend.

The 2005 Coupon Book has 96 new participants and will be ready on Memorial Day weekend.

The Marketing Department collaborated with Visitors Services and

**Cathy Morrison to host the first Visitors Center Forum at the Hyatt. They formed the New England Visitors Center Alliance and Cathy Morrison will be their first president.**

**Numerous meetings and activities took place in April. The NCCVB Marketing Meeting was held at Rosecliff on April 13th. 150 people attended.**

**Print media placements received for April was equivalent to \$67,830.00 in advertising costs.**

#### **C. OPERATIONS:**

**The restroom renovation has been side lined. The beginning stages of the work will begin the end of May. Included in the renovations will be new benches for outside and the replacement of our HVAC system.**

**A new computer program has been installed downstairs in our ticket system.**

**Our annual audit has begun.**

#### **MEDIA LEADS:**

**Moon Handbooks, Travel & Leisure, Woodall's Outdoors Magazine,**

## **Leisure Group Travel**

### **MEDIA PLACEMENTS:**

**Meeting News, Shape, Arrive, National Geographic Traveler, New England Travel & Life**

### **INFORMATION CENTER:**

**The total number of visitors to the Information Center for April was 29,906, down 19.27% from last April. The total number of visitors to the Information Center for the year was 62,694, down 17.71% compared to last year at this same time. The main source of visitors still comes from the New England states.**

### **V. OLD BUSINESS:**

**An article on the meal tax was given to each board member.**

### **VI. ADJOURNMENT:**

**The next board meeting will be Tuesday, July 12th at 12:00 noon.**

**The meeting was adjourned at 1:40 pm.**