

**NEWPORT COUNTY CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
TUESDAY, January 17, 2006**

MEETING MINUTES:

The meeting began at 12:05 p.m. Chairwoman Councilperson Jeanne Marie Napolitano called the meeting to order and thanked everyone who came to the workshop with Dave Camner last Tuesday, January 10th at Castle Hill. Also, thanked Tim O'Reilly, our guest board speaker for joining us.

IN ATTENDANCE WERE:

Chairwoman Jeanne Marie Napolitano, Mark Stenning, Len Panaggio, Greg Fater, Brian Moore, Katie Wilkinson, Laurie Stroll, Karen Oakley, Lisa Gross, Donna Kohler, Harlan Tyler

STAFF PRESENT WERE:

Evan Smith, Cathy Morrison, Debbie Gatta, Martha Sheridan, Kathryn Farrington and Diane Brown for
Mary Ann Kelly

GUEST PRESENT:

Tim O'Reilly of Newport Harbor Corporation.

I. PREVIOUS MEETING MINUTES:

The previous meeting minutes were reviewed. A motion to accept the minutes was made by Mark Stenning and seconded by Karen Oakley. The motion passed unanimously.

II. TREASURER'S REPORT:

Mark Stenning read the treasurer's report. City tax (being Newport) was down 2.43% and Regional Tax (everything else) was up 7.93% for a combined growth of 0.10%. Everyone looked over the checkbook transaction, verified with Debbie Gatta the transfer of \$200,000.00 from the checkbook to the Smith Barney reserve account. A motion to accept the treasurer's report was made by Len Panaggio and seconded by Brian Moore. The motion passed unanimously.

III. GUEST SPEAKER:

Chairperson, Jean Napolitano introduced Tim O'Reilly, our guest speaker, and gave a brief history and of his background in hospitality industry and in the Newport community. He is here today to speak about legislation to change the face of the hospitality industry in Rhode Island.

Mr. O'Reilly explained the background of the proposed legislation Bill #466-subAA and why

he supports this legislation for financial accountability. Also, what the focus is and what the potential outcome may be and who would have final authority. At the end of his presentation there was a question and answer time which clarified many concerns. It was suggested to have a committee to explore options regarding a EDC website, to a have central location and re evaluate our position as Newport County. Tim will fax a list of who is on the advisory board to Evan. To discuss further at next meeting and will get back to Tim.

IV. STAFF REPORTS:

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

A. CONVENTION & TOURISM:

Martha Sheridan, Vice President Sales, pointed out that our YTD figures have made a significant dent in the deficit. The sales staff is on the road consistently and recently spent several days in Washington DC. A detail report is attached showing the clients the sales staff met with and was very successful. Sales calls and industry networking that we participated in for the month of December was light due to the holiday season. Coming up: we will participate with the Hyatt Hotel at a convention in Charlotte, NC, in Feb. will go to Washington DC Destination Showcase which is one of our most successful shows, we will be conducting a Hartford sales mission which will be the first of March, and a Valentine's Day luncheon in NYC with the Providence CVB. If any board member would like to travel with the Sales Dept. they are welcome to do so.

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

Business booked for December was from numerous organizations resulting in 2,232 total room nights with an economic impact of \$1,572,060.00.

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

compared to last year in December.

B. MARKETING:

Kathryn Farrington, Director of Marketing, we have some trade shows coming up which are the vacation expo in Boston and the last weekend in January is the Boston Wine Expo. Our new image brochures are in and ready to be sent out, we have 250,000. The brochure has been replicated as a wall mural in the Visitors Information Center. This will also be used in our new video. The Winter Getaway Package rack cards are available and on the back side lists several Newport inns/hotels and bed and breakfasts. We have sold over 1200 Winter Packages with a total revenue of over just over \$10,000 to the bureau. A film clip was shown which will be aired on Channel 6 ABC news on the winter package and our web-site page. Thanks to the Hyatt, who is our printing sponsor, for the web page. The next monthly Marketing Meeting is Thursday, 18th @ 11:00 am at CCRI auditorium and the topic is "Marketing Your Business to Universities & Colleges." Also, please note the media review which is included in your package and equivalent to if you were to place ad in all these publications, congratulations to Anne Marie McLaughlin for this.

Numerous meetings and activities took place in December. The NCCVB Marketing Meeting was held at the Hyatt Regency Newport on December 14th.

C. OPERATIONS:

Cathy Morrison explained some new things in the visitors center such as the rest room project which has recently been completed, the wall mural is up, and we are currently painting and sprucing up other areas in the building. We are working diligently on the new budgets.

MEDIA PLACEMENTS:

**Providence Journal, Boston Globe, New York Times, Knoxville News Sentinel and the
Boston Herald**

INFORMATION CENTER:

The total number of visitors to the Information Center for December was 13,184, down 18.30% from last December. The total number of visitors to the Information Center for the year was 839,475, down 12.12% compared to last year at this same time. The main source of visitors still comes from the New England states.

V. NEW BUSINESS:

A. RFP for legal council and accounting services.

We ask for the boards approval to move forward with these two requests, one is for legal

council and the other is for accounting services. A motion was made to proceed by

Jean Marie Napolitano and seconded by Greg Fater and all voted in favor.

B. 2006-07 Budget development process.

Evan explained the budget for next year –our fiscal year ends is March 31st and new fiscal year begins on April 1st.

Jean Marie Napolitano explained NCCVB Board Committee sheet which was circulated and members asked to sign up to work on a committee. They are Executive, By-Laws, Finance, Sales & Marketing, Human Resources and Facilities.

A Finance Committee has been appointed which includes Mark Stenning, Katie Wilkinson, Karen Oakley and Harlan Tyler – motion to approve by Mark Stenning, seconded by Len Panaggio, all approved.

They will review, ask questions and make recommendations that the 2006/07 budget be passed and should be completed by March 14th Board Meeting.

VI. OLD & OTHER BUSINESS:

Set up a schedule for By-laws – Len Panaggio, Greg Fater and Harlan Tyler will be on the committee.

Len Panaggio suggested we have a lawyer in attendance as this could avoid issues that may arise in the future.

Evan announced that Donald Tinney of Belcourt Castle died this morning. He was a member of the hospitality industry for many years and will be missed by the industry.

Workshop recap – punch list identifying issues that have been put aside for the board to address in the future. Will have another workshop with Dave Camner to continue board development..

Jean Marie Napolitano would like to see a multi year budget and do some long range thinking.

VII. ADJOURNAMENT:

A motion was made by Mark Stenning to adjourn and seconded by Harlan Tyler. It passed unanimously. The meeting was adjourned at 1:20 p.m.

The next meeting will be held on Tuesday, February 14th at 12 Noon at the Hyatt Regency Resort.