

**NEWPORT COUNTY CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
TUESDAY, January 9, 2007**

MEETING MINUTES:

The meeting was called to order at 12:07 p.m. by Chairperson Jeanne Marie Napolitano.

BOARD MEMBERS IN ATTENDANCE WERE:

Chairperson Jeanne Marie Napolitano, Gregory Fater, Lisa Gross, Rocky Kempenaar, Karen Oakley, Peter Roos, Len Panaggio, Susan Samson, Laurie Stroll, Harlan Tyler, Katie Wilkinson, Mark Stenning and Shirley Mello

BOARD MEMBERS ABSENT AND EXCUSED WERE:

Brian Moore, Donna Olney Kohler

STAFF PRESENT WERE:

Evan Smith, Debbie Gatta,, J. Timothy Walsh, Kathryn Farrington and Ellen Crawley

MEMBERS OF THE PUBLIC IN ATTENDANCE:

Lindy Tatreau

I. PREVIOUS MEETING MINUTES:

The previous meeting minutes were reviewed. A motion to accept the minutes was made by Gregory Fater and seconded by Rocky Kempenaar. The motion passed unanimously.

II. TREASURER'S REPORT:

The report was read by Treasurer, Mark Stenning. City Tax for October, 2006 was up 6.01% and Regional Tax was up 0.41 % for a combined YTD. growth of 4.53 %. Mr. Stenning reviewed the revenues and receivables for the month of December, 2006. A motion to accept the treasurer's report was made by Peter Roos and seconded by Karen Oakley. The motion passed unanimously.

III. STAFF REPORTS:

A. CONVENTION & TOURISM:

Tim Walsh, Vice President Sales, reported that the sales department is fully staffed and moving forward. The FAM Tour held in December was a success and the best ever. The Wedding Day Exposition took place on January 7th . On January 18th, the NCCVB and PWCVB along with our Hospitality Partners, will host a luncheon at the Polytechnic Club in Hartford, Ct. Tim stated that Board Members are welcome to attend. Coming up January 20th, is the MPI-PEC Conference in New Orleans. Our new software system, D3000 has started and on 1/10/07, a representative will do a systems analysis as well as training the Sales Department.

Bookings were down and the number of room nights was down for December. As for the number of leads they were the same compared to last year at this time.

Business booked for December was from numerous organizations resulting in 4622 total room nights with an economic impact of

\$774,112.00.

The number of Tour Operator leads was up compared to last year's numbers in

December. The number of room nights was the same compared to last year at this time. Travel leads were down compared to last year in December.

B. MARKETING:

Kathryn Farrington, Vice President of Marketing, stated they are looking for a qualified candidate to fill the position of Communications Manager. The Winter Package program is going strong and being advertised extensively by ABC6 TV, WCRI Classic Radio of RI in addition to publications such as Yankee Magazine, Rhode Island Monthly and Southern New England Weddings. February 10th, we will be hosting Newport Weddings at Rosecliff and Oceancliff. Newport Restaurant Week was held in November and was very well received. A survey went out to participating restaurants, one of the questions asked for response to having two per year, in April and November, the final decision is to continue with once a year.

Numerous meetings and activities took place in December. The next Marketing Meeting will be on Wednesday, January 17, 2006 at

Newport Marriot Hotel.

C. PRESIDENT'S REPORT:

Evan Smith, President/CEO, explained the preparation for the 2007/2008 budget. A draft will be given to the finance committee by January 22, 2007 for review. Final approval by the Board of Directors will be at the March, 2007 meeting. He stated that the budget development is our #1 priority. Evan stated that there will be an increase throughout the city regarding room rates in 2007. A letter was received from the Preservation Society of Newport County regarding ticket sales for 2007, and he requested input from the Board. Since he is the point person for the NCCVB he will respond to the correspondence.

IV. COMMITTEE REPORTS:

A. GOVERNANCE COMMITTEE:

Len Panaggio reported on developing staggered terms. The Board asked Evan to set up a meeting with legislators to discuss staggered terms. The Vice Chairman seat remains vacant. The Governance Committee will be accepting names and a plan to fill the position will be discussed at the next board meeting.

B. HUMAN RESOURCE COMMITTEE:

Peter Roos attended a benefits workshop on December 18th, with our staff at the NCCVB. The current benefits package was discussed and he encouraged the status to remain the same.

V. UNFINISHED BUSINESS:

Evan Smith presented data regarding the pros and cons of advertising non Newport County businesses on our websites. A workshop was suggested as well as the need to gather necessary information from the Sales and Marketing departments for the next meeting on this advertising issue. Evan will work with Lisa to develop a workshop date.

MEDIA PLACEMENTS:

Yankee Magazine, New York Times, New York 1 News, Travel Channel, The Berkshire Eagle

INFORMATION CENTER:

The total number of visitors to the Information Center for December was 12,410, down 5.87% from last December. The total number of visitors to the Information Center for the year was 786,915, down 6.26% compared to last year at this same time. The main source of visitors still comes from New York, Massachusetts, Connecticut, New Jersey and Rhode Island.

VI. NEW BUSINESS:

There was no new business.

VII. ADJOURNMENT:

A motion was made by Len Panaggio to adjourn. It was seconded by Mark Stenning and passed unanimously. The meeting adjourned at 1:33 p.m.