

**NEWPORT COUNTY CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
TUESDAY, February 13, 2007**

MEETING MINUTES:

The meeting was called to order at 12:11 p.m. by Chairperson Jeanne Marie Napolitano.

BOARD MEMBERS IN ATTENDANCE WERE:

Chairperson Jeanne Marie Napolitano, Gregory Fater, Lisa Gross, Len Panaggio, Laurie Stroll, Harlan Tyler, Katie Wilkinson, Mark Stenning and Donna Olney Kohler

BOARD MEMBERS ABSENT AND EXCUSED WERE:

Brian Moore, Rocky Kempenaar, Karen Oakley, Pieter Roos, Shirley Mello, Susan Samson

STAFF PRESENT WERE:

**Evan Smith, J. Timothy Walsh, Kathryn Farrington, Cathy Morrison
and Ellen Crawley**

MEMBERS OF THE PUBLIC IN ATTENDANCE:

None

IMPORTANT NOTE:

Due to the fact only 9 members were present, there was no quorum therefore, no vote could be taken on issues presented. The following items were discussed.

I. PREVIOUS MEETING MINUTES:

The previous meeting minutes were could not be reviewed due to lack of a quorum.

II. TREASURER'S REPORT:

The report was read by Treasurer, Mark Stenning. City Tax for November, 2006 was up 6.98% and Regional Tax was up 0.59 % for a combined YTD. growth of 5.36%. Mr. Stenning reviewed the revenues and receivables for the month of January, 2007. No motion to accept was made due to lack of a quorum.

III. STAFF REPORTS:

A. CONVENTION & TOURISM:

Tim Walsh, Vice President Sales, reported the D3000 conversion is currently being put into place. Training will begin the third week of March. Recently the staff hosted a luncheon with meeting planners in Hartford, which was well received. More events will be coming up in New York, Philadelphia and Chicago. It was mentioned that board members are welcome to attend any of these functions held outside the city of Newport.

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

Business booked for January was from numerous organizations resulting in 4357 total room nights with an economic impact of \$712,640.00.

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

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

B. OPERATIONS:

Cathy Morrison, Vice President of Operations stated she is in the process of editing the employee handbook and making changes board members have suggested. There was also a meeting with the PWCVB to go over some additions they feel they should have in their employee handbook. It should be completed by the end of February. Preparation for Newport Winter Festival, February 16th – 25th, is taking place. Kiosks are now available for the first time in the visitor's center for local businesses to display their wares. Tickets are now available for Touro Synagogue tours and lectures.

C. MARKETING:

Kathryn Farrington, Vice President of Marketing, reported she will travel the State of Rhode Island with the editors of Emax Travel Media Association of Canada. She will also be going to the Canadian Consulate to discuss their marketing strategies. The position of Communications Manager is down to three finalists to be interviewed and a decision made. Recently we took part, along with ABC6 and The Newport Daily News, in a bridal show at Rosecliff and Oceancliff. The event was extremely well attended. The Travel Guide of Newport

County will be completed soon and Kathryn requested the board members review the choices for the cover.

Numerous meetings and activities took place in January. The next Marketing Meeting will be on Wednesday, February 14, 2006 at Salve Regina University.

C. PRESIDENT'S REPORT:

Evan Smith, President/CEO, reported that the end of the fiscal year is six weeks away at the end of March. Evan stated we are right on the mark and successfully managing down. The Vice President's will be conducting staff reviews over the next few weeks in preparation for the next fiscal year. National Tourism Week is in May and he explained

the process of nominations for person or organization of the year. Evan asked the board members for suggestions to be submitted by March 9th or the next board meeting.

IV. COMMITTEE REPORTS:

A. GOVERNANCE COMMITTEE:

Len Panaggio reported he met with legislators, Paul Crowley and Senator Theresa Paiva Weed to discuss staggered board terms and taking back the 7% bed tax we now give to Providence. He stated there are three nominations for the position of Vice Chairman but they could not vote at this time due to lack of a quorum. The voting will take place at the March board meeting.

B. SALES AND MARKETING COMMITTEE:

Lisa Gross stated she attended a marketing meeting at the Hyatt. Funds for three projects were discussed. She will ask for an appropriation at the next board meeting. A committee met to discuss the pros and cons of non Newport advertising. It was recommended to maintain the status of the website, gonewport.com, be exclusive to Newport businesses advertising. Outside Newport businesses can advertise on the wedding website only. A vote will take place at the next board meeting.

V. UNFINISHED BUSINESS:

Election of Vice Chairman

MEDIA PLACEMENTS:

**Yankee Magazine, Providence Business News, Providence Monthly,
Meeting East, CW 8 TV**

INFORMATION CENTER:

The total number of visitors to the Information Center for January was 4,700, up 7.45% from last January. The total number of visitors to the Information Center for the year was 4,700, up 7.45% 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:

Finance Committee meeting to discuss 2007 budget on Wednesday, February, 21st at 2:00PM.

VII. ADJOURNMENT:

No motion was made to adjourn due to a lack of a quorum.