

NEWPORT COUNTY CONVENTION & VISITORS BUREAU

BOARD OF DIRECTORS MEETING

Tuesday March 11, 2008

12:00M

Meeting held at Hotel Viking

One Bellevue Avenue

MEETING MINUTES:

The meeting was called to order at 12:07pm by Chairman Len Panaggio.

BOARD MEMBERS IN ATTENDANCE WERE:

Chairman Len Panaggio, Shirley Mello, Donna Kohler, Rocky Kempanaar, Katie Wilkinson, Stephen Coyne, Brian Arnold, William Clarke, Charron Reed, Greg Fater, Pieter Roos, Laurie Stroll

BOARD MEMBERS ABSENT & EXCUSED WERE:

Susan Samson, Mark Stenning, Karen Oakley

STAFF PRESENT WAS:

Evan Smith, Kathryn Farrington, Cathy Morrison, Deb Gatta, Ellen

Crawley, Susan Pratt

MEMBERS OF THE PUBLIC IN ATTENDANCE:

Khasa Kempanaar

I. PREVIOUS MEETING MINUTES:

The previous meeting minutes for February 12th, were reviewed. A motion to accept the minutes was made by Katie Wilkinson and seconded by Stephen Coyne. The motion passed unanimously.

II. TREASURER'S REPORT:

The financial report for February was read by Evan Smith. City Bed Tax for December, 2007 was up 8.61% and Regional Bed Tax was up 10.08% for a combined YTD growth of 8.96%. Evan reviewed the revenues and receivables for the month of February, 2008. A motion to accept the treasurer's report was made by Katie Wilkinson and seconded by Len Panaggio. The motion passed unanimously.

III. STAFF REPORTS:

A. MARKETING:

Kathryn Farrington, Vice President of Marketing reported on the following:

- Kathryn presented the new Rhode Island Travel Guide and the Newport Travel Guide. There will be a press conference today, at the Johnson & Wales Culinary Archives Institute, to “launch” the new Guide**
- The 9th Annual Taste of Kinsale was held at Rosecliff 3/6, to kick off Irish Heritage Month. The event was very successful**
- New promotion “Have We Got a Deal for You”, for Newport County hotels & B&B’s offering affordable rates Sun-Thurs. She noted that the response was very good**
- Planning Newport Restaurant Week, April 6-12. Huge response from restaurant industry, 30+ signed up**
- Next marketing meeting will be at the Atlantic Beach Club 3/12 at 11:00am**
- Discussed meeting with the Sales & Marketing Committee to analyze the Newport Travel Guide: Options to discuss either continue with RI Monthly & the State of RI or publish Guide independently**

B. CONVENTION AND TOURISM:

Susan Pratt, Senior Sales Coordinator, reported on the following:

- The NCCVB Sales staff is attending the annual Boston Sales Blitz that targets corporate and association meeting planners to choose Newport County as their destination for meetings**
- She gave a presentation explaining how the NCCVB Sales Department functions in preparing for the blitz**
- The sales department also conducts an annual blitz in the Washington/VA area**
- The sales staff will be hosting their Annual Greater Boston Client Event on 4/24 at the MIT Endicott House in Dedham, MA. Susan invited the board members to attend and to RSVP by 4/17**

C. OPERATIONS:

Cathy Morrison, Vice President of Operations reported on the following:

- She thanked Kathryn Farrington for her wonderful hosting of the Irish delegation from Kinsale, Ireland. Another delegation of Irish politicians will be arriving for the St. Patrick's Day Parade, 3/15/08**
- A contractor has been chosen to renovate the Visitor's Center ticket counter.. Construction on the ticket counter will begin on 3/27 and completed in 10 days**
- Cathy was pleased to report this past weekend the visitors center**

was very busy

IV. COMMITTEE REPORTS:

A. FINANCE COMMITTEE:

Katie Wilkinson stated the Finance Committee along with the Human Resources Committee met on 2/14/08:

- carefully reviewed the NCCVB 2008/09 Fiscal Budget.**
- She explained the key points of the budget that were reviewed at the meeting.**

Katie Wilkinson made a motion to approve the NCCVB 2008/09 Fiscal Budget of \$2,972,593.00. The motion was seconded by Stephen Coyne. Discussion followed. The motion passed unanimously.

B. RETAIL COMMITTEE:

Stephen Coyne reviewed the goals of the committee:

- **Define the general focus of the retail committee for inclusion into the NCCVB bylaws**
- **Seek to develop a small adhoc committee consisting of board members, staff and area merchants to meet and explore projects that would promote the retail sector of Newport County**
- **Take current inventory of all NCCVB projects and programs that are designed to support the retail sector**
- **Explore new ideas that can promote the retail sector throughout the county**

V. UNFINISHED BUSINESS:

- **The Board Retreat is scheduled for 4/8/08**
- **Locations choices given. Discussion followed**
- **Evan Smith gave each board member a copy of a book written by, the facilitator of the Retreat, Bill Geist. He instructed the members to read prior to the 4/8 meeting**
- **Len Pannagio suggested Carnegie Abbey in Portsmouth. Greg Fater made a motion to approve Carnegie Abbey as the location for the meeting. The motion was seconded by Stephen Coyne. The motion passed unanimously.**

VI. OLD BUSINESS:

Pieter Roos and Stephen Coyne reported on their recent to Charlestown, SC:

- They were taken on tours throughout the city as well as Charlestown's CVB**
- The city of Charlestown fully embraces and works together with the tourism industry**
- They stated learned many things from the experience, the city was clean, neat, had fine restaurants and very friendly. A very balanced trip.**

VII. NEW BUSINESS:

Len Panaggio reported on the following:

ه National Tourism Week starts May 10, 2008

- **The National Tourism Week Award will be given on Wednesday, May 14, 2008. A list of previous award winners was circulated.**
- **Winners can be a person or company.**
- **Board members were asked to email nominees to Evan Smith**

 A letter was received from Oscar Chilabato, Owner of Newport Chocolates, requesting to operate and sell a limited number of products from a kiosk in the Visitor's Center from June through Labor Day Weekend, 2008. Discussion followed. The board discussed the request and referred the request to the Retail Committee for further review and policy development.

 Evan Smith presented a letter from RIPTA regarding the board meeting held on 2/24/08. Future funding for the Providence/Newport ferry, trolley replacements and thanks for the NCCVB continued collaboration.

VIII. ADJOURNMENT:

A motion was made to adjourn by Len Panaggio and seconded by Shirley Mello. It passed unanimously and the meeting adjourned at 1:50pm. The next NCCVB board meeting will be Tuesday, April 8th, at Carnegie Abbey in conjunction with the Board Retreat.