

**Providence Tourism Council
Minutes to Board of Directors Meeting
August 23, 2006**

Attendance:

**Present: Paul Brooks, Jim McCarvill, Tina Harlow, Jack McConnell.
Kibbe Reilly, Matt Montgomery, Rudi Heaters**

**Also Present: Lynne McCormick, Martha Sheridan, Susan DeBlasio,
Kristen Adamo, Terry Gallagher.**

Call to Order:

**Chairman McConnell's called the meeting to order at 12:15 pm.
Special thanks to the Convention Center for providing a great
meeting room and lunch for the Board and its guests.**

Approval of Minutes:

**The minutes of the May 17, 2006 meeting (as revised July 12, 2006)
were unanimously approved.**

Chair's Remarks

Mr. McConnell reviewed some of the major accomplishments of the

Board during the prior fiscal year, including the implementation of the public relations project, the hiring of Lou Hammond & Associates and the tremendous success they have had at getting ink and video for Providence throughout the country; the joint coordination of marketing efforts with the PW CVB; the focused and effective work of the Grants Committee headed by Member Paul Brooks; and the tremendous success at reducing administrative costs of the PTC.

Grants Committee:

Paul Brooks informed the PTC of the actions taken by the Grants Committee. The approved grants were as follows:

\$2,500.00-Opera on the Hill

\$3,000.00-The West Broadway Neighborhood Association for the Westside Guide

\$5,000.00-Annual Providence Street Painting Festival

\$5,000.00- To the Federal Hill Commerce Association, Federal Hill Stroll

\$30,000.00-Sound Session '06

\$25,000.00 First Works Kids

The Grants Committee rejected a request to fund the Columbus Day Festival & Parade because it did not meet the committee's guidelines or submission requirements.

Mr. Brooks also pointed out that in the up-coming fiscal year there would be much less available for grants because of the increase in joint marketing with the CVB and the initiation of the city's branding program.

Presentation by the CVB

Martha Sheridan, the new CEO of the Providence Warwick CVB was introduced. She made a presentation (as attached) which outlined the goals of the CVB and PTC joint marketing program for the year. The PTC expressed its interest in input and involvement in the development of the marketing plan and toward that end the chair appointed PTC members Matt Montgomery and Paul Brooks to the joint marketing committee to review the plan and make a recommendation to the PTC for approval and funding.

Finance Report:

The Board unanimously approved the proposed 06-07 budget as attached.

Old Business

None

New Business:

None

Adjournment:

A motion to adjourn was made and approved and the meeting was adjourned.