

**Providence Tourism Council
Minutes to Board of Directors Meeting
April 27, 2007**

Attendance:

Members Present: Jack McConnell, Paul Brooks, Kibbe Reilly, Matt Montgomery, Jim McCarvill, Wendy Esche, Martha Sheridan (CVB Designee)

Also Present: Kristin Adamo, Lynn McCormick, Susann Della Rosa.

Call to Order:

1. Chairman McConnell called the meeting to order at 12:40 PM. Special thanks to the Providence Warwick Convention and Visitors Bureau for providing a meeting room and lunch for the Board and its guests.

Approval of Minutes:

2. The minutes of the December 12, 2006 meeting were read and unanimously approved upon motion and second.

3. Joint Marketing Committee: Martha Sheridan and Kristin Adamo presented a quarterly report on the activities and accomplishments of

the PTC/PWCVB Joint Marketing Agreement. The report, which was distributed as well, included ad placements, media schedules, group and consumer trade show representation, media fam tours, and the launching of a wedding website. Through 3/31/07 \$73,400 was spent in this joint marketing program. (Report attached)

4. ACTION ITEM: Branding: A contract with North Star to engage in a branding process for the City of Providence was presented. A motion was made by Kibbe Reilley and seconded by Paul Brooks to authorize the chair to sign the contract with North Star and make payments to them according to the terms of the contract. The motion was passed unanimously.

5. ACTION ITEM: Grants: Paul Brooks presented the recommendations of the Grant Committee which included:

\$20,000 – The RI Historical Society

\$30,000 – Providence Black Repertory Company for Sound Session '07

\$25,000 – FirstWorks Kids, Experience the Art of What's Fun

\$20,000 – Providence Preservation Society for Festival of Historic Homes

\$15,000 – RI International Film Festival

\$15,000 – Trinity Repertory Company, Play Downcity

The Grants Committee rejected a request for a grant to the West

Broadway Neighborhood Association. It deferred a decision on a grant request from FirstWorksProv pending passage of the PTC fiscal year 2008 budget.

The Grants Committee also approved an additional \$30,000 one time grant to Waterfire for the Council's 2006/2007 fiscal year.

Upon motion of Kibbe Reilly, seconded by Jack McConnell, the recommendations of the Grant Committee were unanimously approved.

6. Old Business

a) Ms. Della Rosa presented the Balance Sheet as of March 31, 2007 (attached).

b) The audit is underway.

Adjournment:

Upon motion and second the meeting was adjourned at 2:00 p.m.