

**Providence Tourism Council  
Minutes to Board of Directors Meeting  
December 13, 2007**

**Members Present: Paul Brooks, Wendy Esche (Providence Marriott), Jim McCarvill, Jack McConnell, Matt Montgomery, Martha Sheridan (CVB chair designee), J. Bela Teixeira,**

**Also Present: Kristin Adamo, Susann Della Rosa, Lynn McCormick, Kibbe Reilly**

**1. Call to Order: Chairman McConnell called the meeting to order at 12:05 PM. Special thanks to Martha Sheridan and the Providence Warwick Convention and Visitors Bureau for again providing a meeting room and lunch for the Board and its guests.**

**2. Approval of Minutes: The minutes of the August 2, 2007 meeting were distributed and upon motion and second were unanimously approved.**

**3. Report on Branding Process: A discussion took place concerning the status of the branding process that has been underway. The North Star Company will report on the results at a meeting on January 22, 2008. The on-line surveys have received a great response and there will be an extra push for more responses from the**

**business community.**

**4. Finance Report: Susann Della Rosa presented the balance sheets as of November 30, 2007 (attached) that show \$233,342.62 cash-on-hand and \$61,049.11 in reserve (CD and money market account) as the rainy day fund. She also distributed a balance sheet for December 12, 2007 (also attached) showing cash on hand of \$273,914.67**

**5. Grants: Grants Committee Chair Paul Brooks presented the recommendations of the Grant Committee that were:**

**\$70,000 Waterfire**

**\$30,000 First Works for 2007 budget year**

**\$5,000 RI Festival of Trees**

**\$20,000 RI Horticultural Society for the Spring Garden, Flower and Wine Show**

**\$20,000 RI Ironman 70.3 Triathlon**

**\$30,000 PPAC for mounting Legally Blond, the Musical**

**Also, the fireworks for Bright Night New Year's Eve celebration for \$25,000 had been previously approved in the budget as a separate line item.**

**Upon motion and second, the recommendations of the Grant Committee were unanimously approved. Board Member Paul Brooks**

**did not participate in this vote.**

**6. Joint Marketing Committee: Martha Sheridan and Kristin Adamo presented a report on the activities and accomplishments of the PTC/PWCVB Joint Marketing Agreement. The report is attached**

**7. Review of Audit: Susann Della Rosa presented a draft audit for FY07 by the CPA firm of Aaronson, Lavoie, Streitfield & Co. PC, 1604 Broad Street Cranston, RI 02905. The draft audit (attached) was clean and the PTC unanimously accepted it.**

**8. Old Business: None**

**9. New Business: the US Airways Magazine that had a multi-page spread on beautiful Providence was distributed. The PTC will purchase 10,000 reprints for distribution.**

**10. Adjournment: Upon motion and second the meeting was adjourned at 1:45 p.m.**