

# **Providence Tourism Council**

## **Minutes to Board of Directors Meeting**

**April 30, 2008**

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

**Also Present: Kristin Adamo, Susann Della Rosa, Lynn McCormick, Kibbe Reilly, Susan Leach DeBlasio, Marla McLaughlin**

**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 December 13, 2007 meeting were distributed and unanimously approved upon motion and second.**

**3. Finance Report: Susann presented the balance sheets as of April 30, 2007 (attached) that show \$228,643.31 cash-on-hand and \$62,655.65 in reserve (CD and money market account at BankRI and Citizens). She reported that income was running ahead of last year and that as of April 30, 2008 we had received \$954,709.15 income for**

**this fiscal year.**

**4. Report on Branding Process:** A discussion took place concerning the status of the branding process that has been underway. Kibbe Reilly presented the brand concept as developed by North Star. The PTC unanimously endorsed it. Kibbe also presented a list of the Next Steps to be taken in the process. (copy attached)

**5. 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.

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

**\$30,000 Providence Sound Sessions**

**\$0 New Eats – the New England Wine and Food Festival**

**\$5,000 RI Pride Festival**

**\$0 Arts & Business Council of RI, First Annual Indie Arts Fest**

**\$18,000 RI International Film Festival**

**\$5,000 Providence Art Window**

**\$0 Flames of Hope, Gloria Gemma Breast Cancer Foundation**

**Upon motion and second, the recommendations of the Grant Committee were unanimously approved.**

**7. Funding of Audio/Podcast:** A proposal was made for \$12,300 to develop and fund an audio Providence tour for podcasts. After enthusiastic discussion, upon motion and second, the funding was unanimously approved.

**8. Contract for Promoting the US Conference of Mayors:** A request to the PTC was received to enter a contract for \$75,000 with Reilly Consulting Associates to fund the promotion, development, execution and funding of the US Conference of Mayor's national conference to be held in Providence, in June 12-15, 2009. (copy attached) After enthusiastic discussion, upon motion and second, the contract and funding was unanimously approved.

**9. Old Business: None**

**10. New Business: None**

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