

**Providence Tourism Council
Minutes to Board of Directors Meeting
February 26, 2010**

Members Present: Paul Brooks, Jim McCarvill, Jack McConnell, Lynne McCormack, Angelo Deperi, and Charles Botto

Also Present: Martha Sheridan (PWCVB), Kristen Adamo (PWCVB), Susann Della Rosa, Susan Leach DeBlasio (legal counsel)

1. Call to Order: Chairman McConnell called the meeting to order at 12:00 PM. Special thanks to the PW CVB for providing a meeting room and lunch for the Board and its guests.

2. Approval of Minutes: The minutes of the last meeting were distributed and unanimously approved upon motion and second.

3. Public Relations Contract: A subcommittee consisting of Paul Brooks, Martha Sheridan, Jim McCarvill, Susann Della Rosa and Kristen Adamo had been appointed to review responses to the RFP issued for a firm to do public relations for City of Providence tourism.

37 submissions were received and after review by the committee 5 were chosen for an interview (including 2 RI firms). After interviewing each of the finalists and the committee members ranked each and came to a unanimous decision. They highly recommended that the Providence Tourism Council engage in a new 3-year renewable

contract with our existing public relations firm Lou Hammond & Associates. Upon motion and second, the recommendation was accepted and approved. Martha Sheridan and Kristen Adamo were requested to engage in negotiations on price and Jack McConnell as chair was authorized to sign the negotiated contract, not to exceed \$240,000 (including expenses) per year for three years.

4. Finance report: Susann Della Rosa presented the balance sheet as of February 26, 2010 showing current assets of \$194,131.57 and the to-date budget (see attached). She also reported that the PTC received a clean audit and that a copy of it was sent to the State auditor general.

5. Recommendations of Grants Committee: Paul Brooks recommended the following action with regard to grant applications:

Bay Colony Dog Shows – GRANT for \$10,000

c/o Theodore C. Hollander Jr.

19 Mauweehoo Hill

Sherman, CT 06784

National City & Regional Magazine Conference – GRANT for \$5,000

c/o John Palumbo

Rhode Island Monthly Magazine

717 Allens Avenue, Suite 105

Providence, RI 02905

Providence Art Festival in Downcity - DENIED

c/o Jennifer Neuguth or Joanna Levitt

Westlo Management, DBA Shop Downcity

46 Aborn Street, 4th floor

Providence, RI 02903

Upon motion, second, and the unanimous vote of the Board, the Board approved the recommendations with the caveat that the grant to the Dog Show was only if they came to providence in 2010.

6. 2010 Fiscal Year Budget: The issue of whether to revise the budget to provide for the \$100,000 marketing line item be transferred instead to the Providence Tourism Fund for purposes of helping to complete the payment for the costs of the U.S. Conference of Mayors in Providence was tabled.

7. Report on the Joint Marketing Program with the PWCVB: Kristen Adamo and Martha Sheridan presented a report on the activities and accomplishments of the PTC/PWCVB Joint Marketing Agreement. (See attached).

8. Old Business: None

9. New Business: None

10. Adjournment: Upon motion the meeting was adjourned at 1:30 PM.