

*Providence Tourism Council
Minutes to Board of Directors Meeting
November 4, 2010*

Members Present: Deb Brayton, Paul Brooks, Angelo DePeri, Jim McCarvill, and Kibbe Reilly

Also Present: Kristen Adamo (PWCVB), Susann DellaRosa (financial), Kerri Furtado (PWCVB), Terry Gallagher (Lou Hammond & Associates), Susan Leach DeBlasio (legal counsel)

1. **Call to Order:** Chairman Brooks called the meeting to order at 4:00 PM.
2. **Approval of Minutes:** The minutes of the July 29th meeting were distributed and unanimously approved upon motion and second.
3. **Finance report:** Susann DellaRosa reported that the PTC had paid all its bills as of Nov. 4, 2010. She further reported that the PTC has almost completed its annual audit process, and that the draft audit should be ready next month.
4. **Report from the Providence Warwick Convention & Visitors Bureau:** PWCVB Vice President of Marketing and Communications Kristen Adamo reported on the many activities of the Bureau, including:
 - a. Advertising outreach
Working on advertising plan for FY '11; executed successful marketing plans for Restaurant Weeks; placement in USA Today and Patriots game day program books highlighting proximity to Providence
 - b. Web Site activity
Site visits up significantly over last year; working on iPhone app; building Providence for the Holidays web site
 - c. Collateral Materials development
New issue of Destination Providence has been produced and earned a profit; new tour brochure for Benefit Street attractions
 - d. Special Events
4th annual Providence for the Holidays underway; winter restaurant week in the works for Jan 23-29
 - e. Local Public Relations
Working on increased outreach to latino community through Providence en Espanol; serving as primary source on travel/hospitality industry for Providence Business News and "The Rhode show"
5. **Report from Lou Hammond & Associates:** Lou Hammond Executive Vice President Terry Gallagher reported on the wide array of media placements arranged by the firm, including:

Stories on Black Friday, learning vacations, the food truck phenomenon in Providence; print stories placed in the Patriot Ledger and Esquire Magazine. Gallagher also showed a video of the Zoo's Pumpkin Spectacular as featured on the CBS Early Show and the Today Show.

More than 34 million people have been reached via print, broadcast and online media placements provided by Lou Hammond & Associates.

6. **PTC Grants:** The Grants Committee recommended that the following grants be approved for funding:

Rhode Island PrideFest Celebration -- \$5,000

PPAC, Radio City Christmas Spectacular -- \$20,000

Providence Preservation Society – Holiday Stroll -- \$10,000

PWCVB, Providence for the Holidays -- \$5,000

A motion was made and seconded to approve the Grants Committee recommendations.

Following discussion, the motion was unanimously approved.

7. **Old Business:** None

8. **New Business:** None

9. **Adjournment:** The meeting was adjourned at 4:55 PM.