

*Providence Tourism Council
Minutes to Board of Directors Meeting
October 18, 2011*

Members Present: Pamela Baldwin, Deb Brayton, Paul Brooks, Johnnie Chace, Eric Churchill, Angelo DePeri, Michael Gennaro, Jim McCarvill, and Kibbe Reilly

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

1. **Call to Order:** Chairman Brooks called the meeting to order at 3:30 PM.
2. **Approval of Minutes:** The minutes of the June 8, 2011 meeting were distributed and unanimously approved upon motion and second.

3. **Finance report/approval of budget:** Susann DellaRosa reviewed the PTC balance sheet and presented the updated budget for FY2012. She made note of the fact that the PTC is in sound financial health. She also reported that the PTC audit is almost complete and should be ready soon. A motion was made and seconded, and a vote was taken to approve the finance report as presented.

4. **Report from Lou Hammond & Associates:** Lou Hammond Executive Vice President Terry Gallagher reported on the wide array of media activity performed by the firm, including:

- An average of three press releases per month
- 14 hot tip media leads
- 135 Editorial calendar pitches
- Media visits
- Value blast every week
- Desk-sides (meetings with reporters at their offices)
- Special events

Upcoming activities include:

- National media luncheon
- More desk side meetings
- News stories placed in various publications, printed and online

More than 38 million people have been reached via print, broadcast and online media placements provided by Lou Hammond & Associates during the months of June – September 2011.

Additionally, Gallagher reported that Lou Hammond welcomes more input on what's happening in Providence, particularly from the hotels.

5. **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
 - 1) Wrapped up FY11 ad plan
 - 2) Placed advertising for Providence Restaurant Weeks
- b. Web site/social media
 - 1) PWCVB Klout score , an indicator for social media influence, is 51
 - 2) Twitter followers up to 6,641
 - 3) New mobile web site launched
 - 4) Distributed newsletters for group tour and culinary markets
 - 5) Retooled audio tour and posted on iTunes
 - 6) Updated Flickr and YouTube accounts
 - 7) Wedding Facebook page has 1,002 friends and 592 followers
- c. Collateral materials
 - 1) Fall/winter Destination Providence produced and distributed
 - 2) Provided Visitors Center with new one-sheets, taxi info card, dining guide and brochures
 - 3) Wrapping up a new destination video
- d. Special Events
 - 1) Planning Providence for the Holidays
 - 2) Providence Winter Restaurant Weeks scheduled for Jan. 8 – 21, 2012
 - 3) Working with Lou Hammond & Associates on media reception in NYC on Nov. 8, 2011

6. **PTC Grants:** The Grants Committee reported that the following fast track grants were approved:

- 12th Annual Providence Rotary Street Painting -- \$5,000
- Providence Food & Wine Festival -- \$5,000
- Sound Session -- \$5,000

The committee also recommended that the following grants be approved for funding:

- Jack-o-Lantern Spectacular -- \$15,000
- Zoo ARTyssey -- \$10,000
- New Encounters in Providence -- \$30,000
- PWCVB/Providence for the Holidays -- \$5,000
- Providence Preservation Society Holiday Festival Tour -- \$15,000
- Bay Colony Dog Show -- \$10,000

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 4:30 PM.