

*Providence Tourism Council  
Minutes to Board of Directors Meeting  
September 19, 2012*

**Members Present:** Deb Brayton, Paul Brooks, Johnnie Chace, Michael Gennaro, Jeff Hirsh, Jim McCarvill, Kibbe Reilly

**Also present:** Kristen Adamo (PWCVB), Susann DellaRosa (financial), Kerry Furtado (PWCVB), Sonali Mukerjee (Lou Hammond & Associates), Susan Leach DeBlasio (legal counsel), Brian Hodge (PWCVB), Lynne McCormack (City of Providence)

**1. Call to Order:** Chairman Paul Brooks called the meeting to order at 3:30 PM. New Board Member Jeff Hirsh was introduced to the group.

**2. Approval of Minutes:** The minutes of the June 13, 2012 meeting were distributed and unanimously approved upon motion and second.

**3. Finance report/approval of budget:** Susann DellaRosa reviewed the PTC balance sheet and reviewed the budget to date. She also reported that she was waiting on a draft from the auditor.

A motion was made and seconded, and a vote was taken to approve the finance report as presented.

**4. Report from PWCVB:** PWCVB Vice President of Marketing and Communications Kristen Adamo reported the following:

- a. Advertising
  - 1.) Electronic media campaign performed well
  - 2.) New creative material was developed for the leisure market
  - 3.) Executing new media buy
  - 4.) Providence Restaurant Week was advertised in both Boston and Providence.
- b. Special events
  - 1.) Providence Restaurant Weeksheld July 8-21, with about 100 restaurants participating.
  - 2.) Working with Eat, Drink RI to secure national media partner
- c. Electronic Media
  - 1.) Web traffic for GoProvidence.com increased 59% over FY11
  - 2.) Created a YouTube video to promote Rock 'n' Roll Providence Half Marathon, broadcast on 'The Rhode Show.'
  - 3.) Produced online video ad for Providence Restaurant Weeks

- 4.) YouTube channel has 40,561 views
- 5.) Twitter has 8,601 followers
- 6.) Facebook has 11,223 likes
- 7.) Launched Prov101, a video introduction to Providence aimed at college students, working with Brown, PC and J&W to promote.

d. Public Relations

- 1.) NYTimes featured Providence in '36 Hours' Sunday Travel feature.
- 2.) Working with state tourism department to bring StarChefs.com's 'Rising Stars Awards' to Providence
- 3.) FY12 ad equivalency of \$18million
- 4.) NY Magazine featured the "Art Lovers Guide to Providence"
- 5.) Providence Restaurant Weeks was promoted on 'The Rhode Show,' 'The TV Maitre'D,' and 'Dining Out with Bruce Newbury.'

**6. Report from Department of Arts, Culture & Tourism:** Department Director Lynne McCormack reported on her department's activities, with special attention to the upcoming FirstWorks Festival. She also reviewed the department's involvement with the following projects:

- The Rock 'n' Roll Half Marathon
- WaterFire
- The City's Design Master Plan
- The Philharmonic at the Fall Festival
- RISD installations

**7. PTC Grants** Deborah Brayton, Grants Chair, reported on the following recommendations from the Grants Committee for funding:

Spring Flower & Garden Show	\$15,000
Federal Hill Columbus Day Festival & Parade	\$10,000
New Encounters in Providence	\$30,000
Providence Honk! Festival	\$5,000

A motion was made and seconded to approve the Grants Committee recommendations, and a vote was taken to approve the grants as recommended.

**8. Old Business:** None

**9. New Business:** Special attention was given to a thank-you email written to Paul Brooks by John Smith, Director of RISD Museum. The note stressed the importance of a recent PTC grant in helping RISD Museum achieve its goals.

**10. Adjournment:** The meeting was adjourned at 4:30 PM.

Respectfully submitted,

Kibbe Reilly  
Secretary, PTC