

*Providence Tourism Council  
Minutes to Board of Directors Meeting  
April 11, 2011*

**Members Present:** 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), Lynne McCormack (City of Providence), Gonzalo Cuervo (City of Providence), Kerry Furtado.

1. **Call to Order:** Chairman Brooks called the meeting to order at 3:33 PM.  
2. **Approval of Minutes:** The minutes of the October 18, 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. 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:

- Approximately 10 press releases have been prepared and released
- 36 hot tip media leads. 5 – 6/month
- 113 Editorial calendar pitches
- Media visits
- Value blast every week
- Desk-sides (meetings with reporters at their offices)
- Special events

- Additionally, Lou Hammond organized and hosted a NYC media luncheon; 35 members of the news media attended
- More desk side meetings
- Willard Scott made mention of the City of Providence's 375<sup>th</sup> birthday
- Parent magazine identified Providence as one of the top 10 family friendly cities
- News stories placed in various publications, printed and online

More than 600 million people have been reached via print, broadcast and online media placements provided by Lou Hammond & Associates during the months of Oct. 2011 – Mar. 2012.

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) Successful ad cycle for FY 2012, with 9.3 million impressions
  - 2) Providence for the Holidays advertising
  - 3) Placed advertising for Providence Winter Restaurant Weeks
- b. Web site/social media
  - 1) Many videos created and posted including:
    - 2) Jack o Lantern Spectacular
    - 3) Dancing Cop
    - 4) Point St. Dueling Pianos
  - 5) Twitter followers up to 7,700; 9,353 Facebook Likes
  - 6) GoProvidence.com had a 73.5% increase in site visits from October 2011 to March 2012
  - 7) Created and produced niche marketing e-newsletters for culinary, groups tours and sports
- c. Collaterals
  - 1) Spring/Summer Destination Providence produced
  - 2) Annual Report for FY 2011
  - 3) Updated print map
  - 4) Collaterals for restaurant weeks
- d. Special Events
  - 1) Providence for the Holidays promotion
  - 2) NYC media reception at the Kitchen
  - 3) 95 restaurants participated in Providence Restaurant Weeks
  - 4) Fed Hill Stroll scheduled for June 5
- e. P.R.
  - 1) Travel + Leisure poll: Prov #2 in Food, #3 in theater
  - 2) Partnering with the Rhode Show to produce "Tips from the Pros", weekly cooking segment
  - 3) Assisting with logistical and promotional efforts for XFactor auditions in Providence

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

Gallery Night: \$12,000

Providence Bruins/American Hockey League All Star Classic: \$25,000

Providence Hoop Group: \$10,000

Providence Preservation Society (House Tour): \$25,000

RI Philharmonic and Music School: \$30,000

Trinity Rep: \$30,000

RISD Museum: \$35,000

Coalition for Community Development: \$25,000

A motion was made and seconded to approve the Grants Committee recommendations. Let it be noted that Michael Gennaro and Kibbe Reilly recused themselves regarding the vote for grant support for Trinity Rep. Additionally, Johnnie Chace recused herself from the vote for the Coalition for Community Development.

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.

Respectfully submitted,

Kibbe Reilly  
Secretary, PTC