

*Providence Tourism Council
Minutes to Board of Directors Meeting
September 17, 2013*

Members Present: Pam Baldwin, Deborah Brayton, Paul Brooks, Eric Churchill, Michael Gennaro, Jim McCarvill

Also present: Kristen Adamo (PWCVB), Susann DellaRosa (financial), Brian Hodge (PWCVB), Martha Sheridan (PWCVB) Nick Millard (PWCVB) Lynne McCormack (City of Providence, Director of Art Culture and Tourism)

1. **Call to Order:** Chairman Paul Brooks called the meeting to order at 4 PM.
2. **Approval of Minutes:** A motion to approve the minutes of the June 6, 2013 meeting was made by Jim McCarvill; the motion was seconded by Michael Gennaro. The Board voted unanimously to approve the minutes.
3. **Finance report/approval of budget:** Susann DellaRosa reviewed the PTC balance sheet and the budget to date. A motion to approve the finance report was made by Jim McCarvill; the motion was seconded by Deb Brayton. The Board voted unanimously to approve the finance report.
4. **PWCVB:** PWCVB Vice President of Marketing and Communications Kristen Adamo Reported on the local advertising campaign the PTC funded to attract Rhode Islanders into Providence. The campaign positioned Providence as a family-friendly choice for day trips and getaways. The campaign used people who live and work in Providence to tout the cities charms. The commercials also included a short greeting from Mayor Angel Taveras. The 30-second ads were directed at dispelling common misconceptions about the city, such as lack of parking and safety concerns. The campaign was put together to accurately reflect the diversity in the city, and highlight some of the less well-known offering in the City of Providence. The board thanked Nick Millard for the work he did filming the commercials. The work done by the PWCVB was professional and showed that they were capable of producing highly credible commercials.

The campaign targeted Southeastern New England residents, particularly those with children, in the 25-54 age groups. The campaign was television focused and used 30-second spots on local television channels and cable channels, and 30-second radio spots were also included. The spots aired from July 22-September 8, 2013.

The campaign included an ABC6 Contest that ran for four weeks. There were 1,021 spots on Cox, with 140 added 10-second spots. There were 251 spots on Fios, and 249 spots on Full Channel. The campaign included a WPRO-FM Contest on the radio. The people who were featured on the television commercials reported good feedback proving the campaign got wide coverage.

7. Grants Report and Vote: Grants Committee Chair Deborah Brayton reviewed the recommendations of the Grants Committee as follows:

- a. RI Spring Flower and Garden Show: \$15,000
- b. PPAC Banner Project: \$20,000
- c. Federal Hill Columbus Day Festival and Parade: \$10,000
- d. Kennedy Plaza Conservancy/Providence Foundation: \$10,000
- e. Firstworks/New Encounters Series: \$35,000
- f. Outpost Journal: \$8,000

Michael Gennaro made a motion to approve the grants as presented and the motion was seconded by Paul Brooks. The Board voted unanimously to approve the grants as presented.

8. Old Business: None

9. New Business: None

10. Adjournment: The meeting was adjourned at 4:40 PM.

Respectfully submitted,
Paul Brooks, Chair, PTC