

Providence Tourism Council
Minutes to Board of Directors Meeting
April 30, 2014

Members Present: Deborah Brayton, Paul Brooks, Michael Gennaro, Jim McCarvill, Kibbe Reilly

Also present: Kristen Adamo (PWCVB), Susann DellaRosa (financial), Sean Layton (Lou Hammond), Susan Leach DeBlasio (legal counsel), Brian Hodges (PWCVB), Kerri Furtado, (PWCVB), Lynne McCormack (Providence Arts Culture & 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 December 10, 2013 meeting was made by Michael Gennaro; the motion was seconded by Jim McCarvill. 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 Deborah Brayton; the motion was seconded by Michael Gennaro. The Board voted unanimously to approve the finance report.
4. **Lou Hammond Report:** Sean Layton reported on an array of recent Lou Hammond & Associates activities, including the following:
 - a. Press releases were submitted re: Spring family travel ideas, learning vacations, Valentine's Day and the RI Spring Flower & Garden Show (attendance was up 2% for the Garden Show).
 - b. Hot Tip Program focused on Mother's Day, Easter, the Huffington Post's Summer Activities for Singles.
 - c. 14 Value Blasts on hotel packages in 2014 to date
 - d. Media visits:
 - 1) Three rounds of desksides with Rosanna Ortiz Sinel (Style Week), Kristen Adamo and Paul Brooks.
 - 2) Recent visits from the *Boston Globe* re: the Arcade; also *Sherman's Travel*.
 - e. Results of media pitches are stories about Providence featured on:
 - 1) PeterGreenberg.com
 - 2) Lohud.com, on the Spring Flower & Garden Show
 - f. Upcoming outreach to publicize:
 - 1) WaterFire
 - 2) New England Patriots
 - 3) New Chefs in Providence
 - 4) Restaurant Weeks in July
 - 5) RI Pride
 - 6) Style Week NE
 - 7) RI International Film Festival
5. **PWCVB:** The PWCVB provided handouts of their activities on advertising, collateral material production, assistance with special events, electronic media, community relations and public relations. The PWCVB has also been busy with Group tours and product development.

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The PWCVB prepared a power point final report of the #1 Food City Campaign, designed to increase food-based travel. The campaign achieved its goals of increased media attention for Providence and increased economic development in the dining sector of the local economy.

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

- a. Federal Bar Association National Convention: \$15,000
- b. Style Week Northeast: \$30,000
- c. Taste Trekkers Food & Travel Expo: \$10,000
- d. Gallery Night: \$15,000
- e. Children's Museum: \$12,000
- f. PPS Festival of Historic Homes: \$30,000
- g. RI Philharmonic: \$30,000
- h. RISD Museum: \$45,000

Jim McCarvill made a motion to approve the above grants and the motion was seconded by Michael Gennaro. The Board voted unanimously to approve the grants.

7. Old Business: None

8. New Business: Lynne McCormack reported that her office is working with *Rhode Island Monthly* on an Arts Calendar, featuring profiles of arts organizations, arts listings, etc. The calendar will be maintained by Providence's Department of Arts, Culture & Tourism.

9. Adjournment: The meeting was adjourned at 5:02 PM.

Respectfully submitted,

Kibbe Reilly
Secretary, PTC