

**Providence Tourism Council
Minutes to Board of Directors Meeting
March 25, 2015**

Members Present: Jennifer Bramley, Alexis Gorriaran, James McCarvill, Eric Churchill, Rick Simone, Socrates Ramirez, James Paulon

Also present: Susann DellaRosa (accountant), Susan Leach DeBlasio (legal counsel), Kristen Adamo (PWCVB), Lynne McCormack (Providence Arts Culture & Tourism), Theresa Agonia (Mayor Elorza's Office)

1. **Call to Order:** James McCarvill, Treasurer called the meeting to order at 3:30PM.
2. Jennifer Bramley made a motion to pass a resolution recognizing the many years of service on the PTC for Paul Brooks, Kibbe Reilly and Deborah Brayton. The motion was seconded by Eric Churchill and the vote unanimous. The motion carries.
3. **Minutes of the previous meeting: Motion was made by**
4. **Financial Report:** Susann Della Rosa review 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 Eric Churchill. The Board voted unanimously to approve the finance report.
5. **Reports from Lou Hammond & Associates and PWCVB:** Kristen Adamo from the PWCVB presented folders to Directors with Quarter 1 reports from Lou Hammond & Associates and the Providence Warwick Convention & Visitors Bureau. The folder included the following:
 - a. **Lou Hammond & Associates**
 - i. Results of coverage
 - ii. Projects and Events
 - iii. Media Outreach Sampling
 - iv. PTC/PWCVB Partner Support
 - v. Written Materials & Hot Tips
 - vi. Looking Ahead to Q2
 - vii. Upcoming Press Releases/Pitches
 - viii. Upcoming Event Support and Media Outreach
 - b. **PWCVB Tourism Q1 Sales Report**
 - i. Group Tours & Military Reunions
 - ii. Product Development
 - c. **Providence Tourism Council Q1 Report**
 - i. Advertising
 - ii. Collateral Material
 - iii. Special Events
 - iv. Electronic Media
 - v. Community Relations
 - vi. Public Relations
 - vii. Other
6. **New Business:**

- a. **Election of Officers:** Eric Churchill made a motion to introduce a slate of officers for the PTC including Jennifer Bramley as Chair, Alexis Gorriaran as Vice-Chair, James McCarvill as Treasurer and Meg Clurman as Secretary. The motion was seconded by Rick Simone and the Board voted unanimously to approve the election of officers. The motion carries.
7. **Update on State Budget Request/Legislative Activity:** Chairwoman Bramley explained that with the proposed Governor's Budget the funds for the Providence Tourism Council will be financially impacted. An estimated \$700,000 will be cut from the PTC funds if the Governor's budget is passed. Mr. Churchill explains that hotels in Providence are doing well and stays are up in the City. He recommends setting up a meeting with Mayor Elorza and a few of the Directors who have a lot of institutional knowledge of these funds to discuss the financial impact. Ms. Agonia notes that she will help coordinate that meeting.
8. **Update on Policies and Procedures for Consideration:** Chairwoman Bramley asks what the current procedures are. Ms. DellaRosa and Ms. DeBlasio explain that it is a rolling application, there are no deadlines. Chairwoman Bramley states that because the Governor's budget could significantly impact the PTC, the board should review policies and procedures for applications moving forward. Chairwoman Bramley called for a motion to establish a policy committee. The motion is made by Mr. Gorriaran and seconded by Mr. McCarvill. The Board voted unanimously to approve the motion; the motion carries.
9. **Grants Discussion:** Chairwoman Bramley asks Ms. DellaRosa how many pending grants there are for consideration. Ms. DellaRosa notes six applications. Ms. DeBlasio notes that a grants committee has typically been established to review the grants. The committee meets separately and at the following PTC board meetings make recommendations to the Board. Chairwoman Bramley looks for a motion to establish a grants committee. The motion is made by Mr. Churchill and seconded by Mr. Simone. The Board voted unanimously to approve the motion; the motion carries.
10. **Set Next Meeting:** The next Board meeting will be **Thursday, April 23 at 4:00 PM.**
11. **Adjournment:** Chairwoman Bramley looks for a motion to adjourn. The motion is made by Mr. Churchill and seconded by Mr. McCarvill. The Board voted unanimously to approve the motion and the motion carries. Meeting is adjourned at 5:13 PM.