



**Newport & Bristol County Convention & Visitors Bureau  
DBA Discover Newport  
Board of Directors Meeting  
12pm – Tuesday April 19, 2016  
Held at:  
Hotel Viking  
One Bellevue Ave.  
Newport, RI**

**MEETING MINUTES:**

The meeting was called to order at 12:16pm by Chairman Len Panaggio.

**BOARD MEMBERS IN ATTENDANCE WERE:**

Nancy Blount, Stephan Brigidi, Keith Chouinard, Matt Gineo, Duncan Maio, Karen Oakley, Len Panaggio, Barbara Pelletier, Brad Read, Brewer Rowe, Rusty Sallee, Kathleen Seguin, Nancy Parker Wilson

**BOARD MEMBERS ABSENT & EXCUSED WERE:** John Edick, Rocky Kempenaar, Paul Rodrigues, Frank Sallee

**BOARD MEMBERS ABSENT & NOT EXCUSED WERE:** Matt Plumb, Rick Peckham

**STAFF PRESENT WERE:** Evan Smith, Tim Walsh, Anna Duffy, Renée Sevigny, Susan Pratt, Andrea McHugh, Brittany Lauro

**GUESTS PRESENT WERE:** None

**NOTE:** Our hosts, Keith Chouinard, Director of Sales and Marketing and Rob Burnetti, General Manager of Hotel Viking briefed the board on historical facts, newly completed renovations, upcoming events and their vision for the future of Hotel Viking.

**I. PREVIOUS MEETING MINUTES:**

The previous meeting minutes for March 2016 were reviewed by the board. A motion to accept the minutes was made by Stephan Brigidi and seconded by Keith Chouinard. The motion passed unanimously.

**II. PUBLIC COMMENT:**

There were no comments from the public.

**III. TREASURER'S REPORT:**

There is no financial report for March as we are keeping the year open to ensure all expenses are recorded in the proper period. Our annual fiscal audit will begin on May 4<sup>th</sup>.

**IV. PRESIDENT'S REPORT:** Evan Smith reported on the following:

- Evan introduced Discover Newport staff present to the board.
- Evan reviewed for the board subsequent events since the Commerce RI unveiled the new state logo and ad campaign on Monday, March 28<sup>th</sup>. The State has appointed Seth Goldenberg from Epic Decade as Interim Marketing Officer since the resignation of RI Commerce Marketing Director - Betsy Wall on April 1<sup>st</sup>. The region's tourism directors will meet with Mr. Goldenberg on April 26<sup>th</sup> to continue the conversation of engaging tourism councils on the branding process and media expenditures. Rep. Lauren Carson's commission interim status report on tourism in RI was reviewed. Discussion followed.
- Susan Pratt and Tim Walsh from the Sales department showed a Power Point presentation on how the Sales department targets potential clients'/meeting planners to bring conferences to our destination. Tim reviewed how we measure tourism economics and the metrics. The new Simple View database will calculate the economic impact on the regions for leisure and business travel. Not all bookings are credited to us which are not able to track. Discussion followed.
- Andrea McHugh from the Marketing department explained the BurrellesLuce monthly clipping report. This service provides references affecting our organization's media coverage from national and local print, broadcast review of general mentions or specific, video, online and social media sources. They research and engage journalists and bloggers, report on results, which help plan future marketing campaigns. Their data gathers social media impressions and value. Brittany Lauro has doubled our number of hits online using Instagram, Facebook, Twitter and *all* social media platforms. Renée Sevigny reviewed how our website uses Google Analytics to track length of sessions, users, IP addresses, age, gender and interests to stay current on what is trending. Our most visited link on the DN website in March was our blog thanks to Brittany and Newport Restaurant Week. Discussion followed.

**V. COMMITTEE REPORTS:**

**FACILITIES:** Stephen Brigidi reported on the following:

- There is another delay to the Gateway Visitor's Center shelter and drainage project. RIPTA has a new bid proposal out.
- The state Department of Transportation issued a request for proposals seeking a ferry operator to run ferries between July and September from Perrotti Park in Newport to the former Shooters property in Providence. The DOT is coordinating with the state Department of Environmental Management to prepare the site for ferry service and parking. The RFP calls for daily service between July 1 and Sept. 5.

- Hertz Rent A Car has applied to rent space for their Newport operations inside the visitor's center lobby. Lease negotiations are currently underway.

**VI. STAFF REPORTS:** None given in the interest of time.

**VII. UNFINISHED BUSINESS:** None

**VIII. NEW BUSINESS:** None

**IX. ADJOURNMENT:** The meeting adjourned at 1:25pm.

**The next Board Meeting will be held  
Tuesday, May 17, 2016  
Howard Johnson Inn  
351 W. Main Road  
Middletown, RI  
12pm**