

COASTAL MISSISSIPPI BOARD MEETING- AUGUST 2020
September 2, 2020
OFFICIAL MINUTES

The Coastal Mississippi Board met Wednesday, September 2, 2020 at 3:00 p.m. in the Mississippi Coast Convention Center located at 2350 Beach Blvd Suite A, Biloxi, MS 39531.

Commissioners Present: Mary Cracchiolo Spain, President; Mark Henderson, Vice President; Rob Stinson, Secretary; Nikki Moon, Past President; Brooke Shoultz; Bill Holmes; Clay Wagner; Danny Hansen; Jim Williams; Kim Fritz; Rich Westfall; Richard Marsh; Rusty David; Shirley Dane

Commissioners absent: Carla Todd, Treasurer

Staff Members Present: Milton Segarra, CEO; Cindy Jo Calvit, Executive Administrative Assistant; Erin Rosetti, Director of Communications and Engagement (via phone); Karen Conner, Director of Marketing; Pam Tomasovsky, Director of Finance; Zach Holifield, Director of Leisure Development

Others Present: Hugh Keating, Legal Counsel; Advisory Members: Donna Brown, Gulf Hills Resort; Gloria Frey, Mississippi Coast Coliseum and Convention Center; Mike Davis, IP Casino Resort Spa; and Susan Perkins, MS Restaurant Association

Others via phone: Chaille Munn, Gulfport-Biloxi International Airport

President Cracchiolo Spain called the meeting to Order.

1. Commissioner Hansen made the motion to accept the agenda as presented. Seconded by Commissioner Holmes, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

2. Commissioner Moon made the motion to accept the meeting minutes from the July 20, 2020 Coastal Mississippi Board Meeting with correction to item #9- change Economic Development Administration (EDA) Grant to Tourism Recovery Fund (TRF). Seconded by Commissioner Williams, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

3. Commissioner Hansen made the motion to accept the meeting minutes from the August 19, 2020 Coastal Mississippi Special Call Meeting as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes

Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

4. President's Report:

- Recognized and welcomed Advisory Members and Guests
- Provided an overview of the agenda

5. Coastal Mississippi CEO Report:

- Presented Monthly Report (attached)

6. Commissioner Hansen made the motion to approve the Financial Statements as of July 31, 2020. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shultz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

7. Commissioner Moon made the motion to ratify the check/EFT disbursements totaling \$142,805.99. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shultz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

8. Commissioner Marsh made the motion to ratify the expenses paid by credit card totaling \$8,465.93. Seconded by Commissioner Williams, the president called the question, with the following results:

Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shultz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

9. Commissioner Dane gave a brief recap of the Tourism Engagement Committee Meeting and asked Erin Rosetti to present a Hospitality Training & Certification Learning Management System.

10. Commissioner Wagner made the motion to approve the Hospitality Training & Certification Learning Management System as presented. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

11. Commissioner Fritz gave a brief recap of the Marketing & Sales Committee Meeting and presented for approval the Peter Mayer Tourism Recovery Fund Funding Media Plan Flowchart, Sparkloft Tourism Recovery Fund Media Plan Flowchart and the Coastal Mississippi FY2021 Marketing Plan.

12. Commissioner Shultz made the motion to approve the Peter Mayer Tourism Recovery Fund Funding Media Plan Flowchart as presented. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

13. Commissioner Stinson made the motion to approve the Sparkloft Tourism Recovery Fund Funding Media Plan Flowchart as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

14. Commissioner Westfall made the motion to approve the Coastal Mississippi FY2021 Marketing Plan-Version 1 as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

15. Commissioner Shoultz made the motion to approve the Resolution to apply for Financial Assistance from the Gulf Coast Restoration Trust Fund for Coastal Mississippi Wayfinding & Informational Signage and authorize the CEO to execute the application and any & all agreements and documents required for the purpose of securing grant funds on behalf of Coastal Mississippi as presented. Seconded by Commissioner Henderson, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

16. Commissioner Wagner made the motion to approve the My Secret Coast On-Line Video Contest Rules and Regulations as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

17. Commissioner Henderson made the motion to add the following amendment to My Secret Coast On-Line Video Contest Rules and Regulations- An entry must have the rights to any music that is used in the video. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

18. Commissioner Holmes made the motion to approve the Rowland Publishing, Inc.- Guy Harvey Advertising Proposal as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

19. Commissioner Stinson made the motion to approve the Coastal Mississippi Diversity, Equity and Inclusion Policy as presented. Seconded by Commissioner Shoultz, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

20. Reminders

- Coastal Mississippi Monthly Board Meeting- September 2020
Thursday, September 24, 2020 3:00pm – 4:30pm MS Coast Convention Center

21. Commissioner Hansen made the motion to adjourn the meeting at 4:43pm. Seconded by Commissioner Henderson, the new president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted September 2, 2020.

COASTAL MISSISSIPPI Board of Commissioners Meeting

CEO REPORT

August 2020

Milton Segarra, CDME
9.2.20

INDUSTRY / BUSINESS DEVELOPMENT

- Conference Calls :
 - Lt. Governor Hosemann re: Tourism Recovery Fund
 - DI- Governance Committee
- MS Coast Coliseum & Convention Center Board of Directors Meeting
- Casino Leadership Meetings regarding Coastal Mississippi Reentry Plan

MEDIA

- Supertalk with Linda Allen- Aquarium Opening & Tourism Changes due to COVID-19
- Live Interview with Ricky Mathews- Aquarium Opening

CITY - COUNTY - STATE

- MS DMO's regarding Tourism Recovery Fund
- Meeting with Mayor Hewes, Gulfport
- Meeting with City of Ocean Springs, Mayor Dobson, regarding Sports Tourism

COMMUNITY

- MS Gulf Coast Chamber of Commerce- Briefing with Steven Palazzo

CEO MONTHLY MEETINGS – August 2020



POST COVID-19 POTENTIAL REVENUE SOURCES

Source of Funds	Description	Coastal MS Goal	Status	Top Priority
Cares Act – SBA	Payroll Protection Program as part of the SBA section of the CARES Act. (If PPP approved, we cannot take advantage of the payroll taxes deferral.)	Access to a forgivable loan to cover payroll and qualifying expenses as per program.	Application documents already submitted to Community Bank for processing due to limitations in program funds and time constraints. If approved, final acceptance will be subject to AG's favorable legal opinion that we can borrow under these extraordinary circumstances, and BOC approval and authorization.	•
Cares Act – Emergency Stabilization Funds (Treasury Department)	Municipal Bond Market - Tax Revenue Anticipation Notes (TRANS)	Partner with a city, county, or the state to issue a special bonds series covered under the TRANS guidelines and terms.	Still in early stages. Requires that either a city, county/counties or the state agree to partner with us.	
CARES Act – Employer Tax Relief	Deferral Opportunities for Payroll Taxes	Payroll taxes deferred to 2021 and 2022.	Ready. (If we opt to defer the payroll taxes, we cannot get the PPP loan.)	•

POST COVID-19 POTENTIAL REVENUE SOURCES

Source of Funds	Description	Coastal MS Goal	Status	Top Priority
Gulf Coast Restoration Act	Strategic Partnerships Proposal	Funds for special industry partnerships and associated administrative costs.	Waiting for special legislative session in May. We must reach out to our Gulf Coast Legislative Delegation to urge they consider and approve this proposal.	•
GOMESA	Grants through DMR (\$41M)	Submit proposal(s)	We do not qualify for these funds. The scope and requirements are strictly for maritime and environmental projects.	

Other opportunities under consideration:

1. Create a Co-op Marketing Fund with industry partners and stakeholders
2. Ask for private sector contributions as seed money for our re-entry plan (non-traditional tourism partners).

POST COVID-19 POTENTIAL REVENUE SOURCES

Source of Funds	Description	Coastal MS Goal	Status	Top Priority
CARES Act – Community Development Block Grants	Grants	Submit proposal and obtain waiver to qualify our ask under economic development opportunities.	Current funds assigned for this Likelihood to obtain funds under this source, at the actual levels of funding, is very limited.	
CARES Act - Economic Development Block Grants	Grants	Submit proposal(s) for destination promotion, special partnerships, revenue loss and other options TBD based on program guidelines.	Funds approved by Congress, but still not disbursed by EDA. No program guidelines yet, nor timetable announced by EDA. Will continue to follow up.	•
Cares Act – COVID-19 Special State Funding	MS Tourism Recovery Fund	Joint effort from all MS DMO's recommending the creation of a special fund to assist local DMO's and Visit MS in the re-entry process to the marketplace. Funding source is the funds already received by the state as part of the CARES Act. Funds to be distributed by formula.	Fund guidelines and distribution formula already created. Initiative is endorsed by MTA, Destinations International, MDA, MSRA, Visit MS and MS Municipal League. Next step is to present the initiative to the Restart MS Commission and Gov. Reeves. All DMO's agreed to retain the services of Watkins & Eager as consultants for this project.	•

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Coastal Mississippi
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Biloxi MS 39535

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08-25-2020 \$****3,430,061.00

Liz Welch

EXECUTIVE DIRECTOR - DFA

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From: Geoff Lacher <glacher@oxfordeconomics.com>
Sent: Tuesday, August 25, 2020 3:59 PM
To: Milton Segarra <milton@coastalmississippi.com>
Subject: TE - Coastal MS Forecast Scenarios

Hi Milton,

I've attached your forecast Scenarios. I think this is the best performing destination I've come across during the pandemic, so you appear well positioned to ride this out.

I'll be happy to answer any questions you have or host a webinar Q&A session with your team once you have had time to review.

Best,
 Geoff

Geoff Lacher
 Senior Economist
 Tourism Economics
 Mobile: (+1) 705.992.4458
www.tourismeconomics.com



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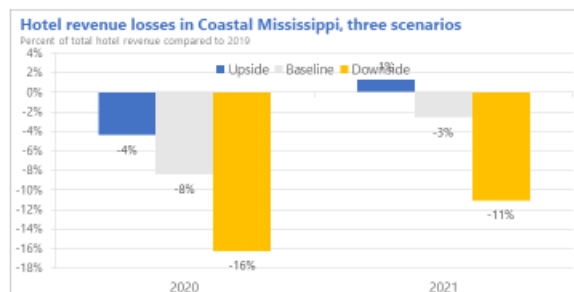
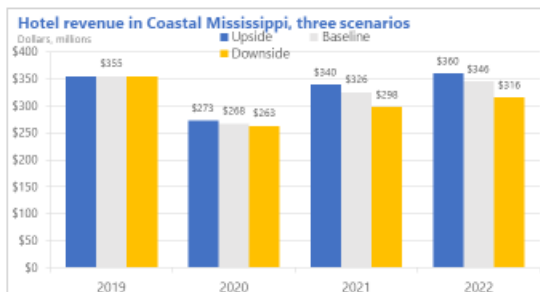
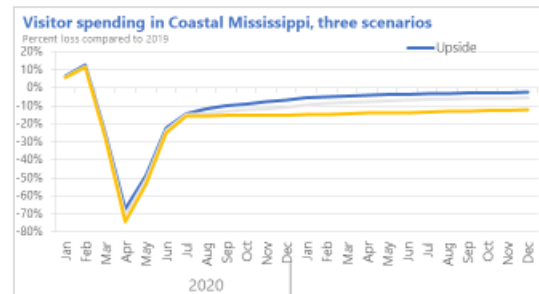
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COVID-19's Impact on Coastal Mississippi's Visitor Economy 8.28.20

Baseline, Upside and Downside Scenarios

- This workbook contains three forecast scenarios for Coastal Mississippi
- In the Upside Scenario, visitation continues to see gains, although at a slower pace than the April to July surge.
 - In the Downside Scenario, a concern surrounding increases in cases causes the rebound to stagnate for several months.

Each worksheet contains data on visitor spending, economic impacts and hotel KPI's. All comparisons are made in reference to 2019 figures.



Scenario	Virus-related inhibitions on travel	Key economic indicators (forecast current as of July 28th, 2020)	Economic drag	Virus drag	Combined impact to travel
Upside	<ul style="list-style-type: none"> Virus moderately contained, travel restrictions continue to ease Traveler risk aversion remains moderate to high through 2020 	<ul style="list-style-type: none"> Peak national unemployment rate 13.0% - 2020 Q2 National GDP declines 3.3% in 2020 GDP returns to 2019 Q4 level in 2021 Q2 			
Baseline	<ul style="list-style-type: none"> Virus contained in some regions, however many restrictions and containment measures remain through 2020 In some areas, groups permitted to meet with modifications, but risk aversion reduces attendance 	<ul style="list-style-type: none"> Peak national unemployment rate 13.0% - 2020 Q2 National GDP declines 4.2% in 2020 GDP returns to 2019 Q4 level in 2021 Q4 			
Downside	<ul style="list-style-type: none"> Virus not well contained, many restrictions and containment measures remain in place in 2021 Very limited group travel, greater risk aversion, many public places closed/limited, restaurants more limited 	<ul style="list-style-type: none"> Peak national unemployment rate 17.0% - 2021 Q2 National GDP declines 4.7% in 2020 GDP returns to 2019 Q4 level in 2024 Q2 			

Key local factors to consider in Coastal Mississippi's tourism market compared to the US

Positives

- Current performance is strong compared to the US
- Many activities that allow for social distancing (beaches, boating, etc.)
- Small international segment
- Small business segment

Negatives

- Modest population in driving distance

**THANK
YOU**

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