

COASTAL MISSISSIPPI BOARD MEETING
April 25, 2019
OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, April 25, 2019 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Richard Chenoweth, President; Nikki Moon, Vice President; Carla Todd, Treasurer; Mary Cracchiolo, Secretary; Bill Holmes, Immediate Past President; Clay Wagner, Dan Wittmann; Danny Hansen, John Carter, Mark Henderson; Rich Westfall

Commissioners Absent: Richard Marsh; Rusty David

Staff Members Present: Milton Segarra, CEO; Cindy Jo Calvit, Executive Administrative Assistant; Erin Rosetti, Director of Communications and Engagement; Janice Jefferson, Director of Sales; Karen Conner, Director of Marketing; Pam Tomasovsky, Director of Finance; Zachary Holifield, Director of Leisure Business Development

Others Present: Hugh Keating, Legal Counsel; Advisory Members: Mike Davis, IP Casino Resort & Spa; Marcia Crawford, Harrison County Development Commission; Myrna Green, Hancock County Tourism; Keith Wilson, Streetcar PR

President Chenoweth called the meeting to Order.

1. Commissioner Hansen made the motion to accept the agenda with the following change: Marcia Crawford was moved up on the agenda after the President's Report. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- A&E	Commissioner Cracchiolo	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- A&E	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 25, 2019.

2. Commissioner Moon made the motion to accept the minutes from the March 28, 2019 Coastal Mississippi Board Meeting as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- A&E	Commissioner Cracchiolo	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- A&E	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 25, 2019.

3. President's Report:

- Recognized and welcomed Advisory Members and Guests

4. Marcia Crawford, Harrison County Development Commission spoke about the rebranding of the Harrison County Relocation program to Coastal Partnership and thanked Coastal Mississippi for their support.
5. Coastal Mississippi CEO Report:
- Introduced and welcomed Erin Rosetti, Director of Communications and Engagement for Coastal Mississippi
 - Presented Monthly Report (attached)
6. Commissioner Hansen made the motion to approve the Financial Statements as of March 31, 2019. Seconded by Commissioner Wagner, the president called the question, with the following results:
- | | | | |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter | Voted --- Yes | Commissioner Moon | Voted --- Yes |
| Commissioner David | Voted --- A&E | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Todd | Voted --- Yes |
| Commissioner Henderson | Voted --- Yes | Commissioner Wagner | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner Marsh | Voted --- A&E | Commissioner Wittmann | Voted --- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 25, 2019.
7. Commissioner Wagner made the motion to ratify the check/EFT disbursements totaling \$714,776.14. Seconded by Commissioner Holmes, the president called the question, with the following results:
- | | | | |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter | Voted --- Yes | Commissioner Moon | Voted --- Yes |
| Commissioner David | Voted --- A&E | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Todd | Voted --- Yes |
| Commissioner Henderson | Voted --- Yes | Commissioner Wagner | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner Marsh | Voted --- A&E | Commissioner Wittmann | Voted --- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 25, 2019.
8. Commissioner Carter made the motion to ratify the expenses paid by credit card totaling \$13,412.15. Seconded by Commissioner Wittmann, the president called the question, with the following results:
- | | | | |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter | Voted --- Yes | Commissioner Moon | Voted --- Yes |
| Commissioner David | Voted --- A&E | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Todd | Voted --- Yes |
| Commissioner Henderson | Voted --- Yes | Commissioner Wagner | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner Marsh | Voted --- A&E | Commissioner Wittmann | Voted --- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 25, 2019.
9. Commissioner Wagner made the motion to approve the Group Incentive Request for the 2020 SWAC Basketball Tournament being held March 13-15, 2020 up to \$20,000. Seconded by Commissioner Holmes, the president called the question, with the following results:
- | | | | |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter | Voted --- Yes | Commissioner Moon | Voted --- Yes |
| Commissioner David | Voted --- A&E | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Todd | Voted --- Yes |
| Commissioner Henderson | Voted --- Yes | Commissioner Wagner | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner Marsh | Voted --- A&E | Commissioner Wittmann | Voted --- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 25, 2019.

10. Commissioner Hansen made the motion to approve the Group Incentive Request for the 2021 ALOA Annual Conference being held July/August 2021 up to \$20,000. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- A&E	Commissioner Cracchiolo	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- A&E	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 25, 2019.

11. Commissioner Westfall gave a brief recap of the Marketing & Sales Committee Meeting.

12. Commissioner Wagner made the motion to approve the Peter Mayer Advertising Agency- Scope of Work Addendum. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- A&E	Commissioner Cracchiolo	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- A&E	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 25, 2019.

13. Reminder

- Coastal Mississippi Monthly Board Meeting- April
Thursday, May 30, 2019 3:00pm – 4:30pm Coastal Mississippi Board Room

14. Commissioner Wagner made the motion to adjourn the meeting. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- A&E	Commissioner Cracchiolo	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- A&E	Commissioner Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 25, 2019.

COASTAL MISSISSIPPI

Board of Commissioners Meeting

CEO REPORT

April 2019

Milton Segarra, CDME
4.25.19



MEDIA

- WLOX Interview- Global Meetings Industry Day
 - National Geographic Meeting
-

COMMUNITY

- Hancock Whitney Bank Presentation
 - Mississippi State Port- Port of Gulfport Presentation (4/29/19)
-

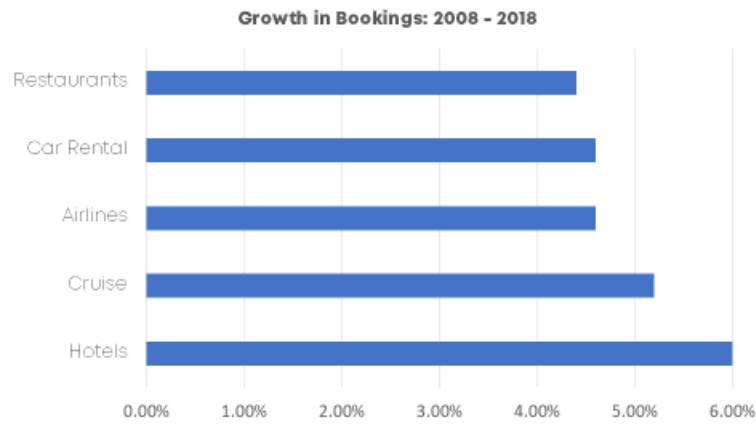
INDUSTRY / BUSINESS DEVELOPMENT

- Overtime Sports- Conference USA Baseball Tournament
- Go Coast 2020 Meeting
- Mississippi Tourism Association Strategic Plan Meeting
- US Travel Association Board Meeting
- Destinations International Foundation- Board of Directors Meeting
- Destinations International- CEO Summit
- Coastal Mississippi Development Committee- Initial Meeting
- Rapiscan Systems Classic- Tourism Recording & Opening Ceremony

CEO MONTHLY MEETINGS - April 2019



Years of Expansion



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Near-term Travel Outlook: *Slowing, but still growing*

In the next six months...

Overall US Travel
Volume



Domestic
Travel



International
Travel



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LONGER-TERM FORECAST:

- **Leisure Slowdown**
- **Commercial Strength**
- **Tenuous International Inbound**

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Leisure Intent to Travel Domestically In the *Next 12 Months*

21 %

PLAN TO TAKE MORE
VACATIONS

30 %

PLAN TO TAKE
FEWER VACATIONS

Source: MMGY Global's 2018 – 2019 *Portrait of American Travelers*

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Value and Price are Growing as Determinants

32 %

of Domestic US
Vacations in Q4 were
influenced by rates
and airfares

Source: 2018travelhorizons

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Growing Interest in New Domestic Destinations

40 %

of Domestic US
Vacations will be to a
new destination

Source: MMGY Global's 2018 – 2019 *Portrait of American Travelers*

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TRAVEL & SOCIAL MEDIA

ALL TRAVELERS

19 %

Picked a destination based on social media content

10 %

Picked a travel service provider based on social media content

Source: MMGY Global's 2018 – 2019 *Portrait of American Travelers*

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POWER OF INFLUENCE

ALL TRAVELERS

24 %

Of travelers follow a celebrity or influencer on social media

Source: MMGY Global's 2018 – 2019 *Portrait of American Travelers*

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BRAND MATTERS

90 %

Of people make
purchasing decisions
instinctively

Source: *Consumer Tech*, September 2018

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BRAND MATTERS

64 %

Of people prioritize
purchasing based on
perceptions of brand

Source: *Consumer Tech*, September 2018

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**THANK
YOU**

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