

COASTAL MISSISSIPPI BOARD MEETING
April 30, 2020
OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, April 30, 2020 at 3:00 p.m. at their office located at 2350 Beach Blvd Suite A, Biloxi, MS 39531.

Commissioners Present: Nikki Moon, President; Mary Cracchiolo Spain, Vice-President; Richard Chenoweth, Prior President; Bill Holmes; Clay Wagner; Danny Hansen; Kim Fritz; Rich Westfall; Rob Stinson and Rusty David

Commissioners via phone: Carla Todd, Treasurer; Mark Henderson, Secretary; Brooke Shoultz; Richard Marsh; Shirley Dane

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

Others Present: Hugh Keating, Legal Counsel

Others via phone: Advisory Members: Cami Cornfoot, Hancock County; Donna Brown, Gulf Hills Resort; Gloria Frey, MS Coast Coliseum & Convention Center; Mike Davis, Hotel & Lodging Association and Susan Perkins, Restaurant Association; Myrna Green, Hancock County

President Moon called the meeting to Order.

Commissioner Marsh said a prayer and lead the Pledge of Allegiance.

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

Commissioner Chenoweth	Voted ---- Yes	Commissioner Holmes	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Dane	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Shoultz	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

2. Commissioner Wagner made the motion to accept the meeting minutes from the March 26, 2020 Coastal Mississippi Board Meeting as presented. Seconded by Commissioner Cracchiolo Spain, the president called the question, with the following results:

Commissioner Chenoweth	Voted ---- Yes	Commissioner Holmes	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Dane	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Shoultz	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

3. President's Report:
 - Recognized and welcomed Advisory Members and Guests

4. Coastal Mississippi CEO Report:
 - Presented Monthly Report (attached)

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

Commissioner Chenoweth	Voted --- Yes	Commissioner Holmes	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Marsh	Voted --- Yes
Commissioner Dane	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Westfall	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

6. Commissioner Chenoweth made the motion to ratify the check/EFT disbursements totaling \$302,219.43. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Chenoweth	Voted --- Yes	Commissioner Holmes	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Marsh	Voted --- Yes
Commissioner Dane	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Westfall	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

7. Commissioner Cracchiolo Spain made the motion to ratify the expenses paid by credit card totaling \$7,629.64. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Chenoweth	Voted --- Yes	Commissioner Holmes	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Marsh	Voted --- Yes
Commissioner Dane	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Westfall	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

8. Commissioner Westfall gave a brief recap of the Marketing & Sales Committee Meeting with a:
 - Presentation from Karen Conner, Erin Rosetti and Zach Holifield.
 - Peter Mayer Presentation of Coastal Mississippi Re-Entry Plan.

9. Commissioner Wagner made the motion to authorize the CEO and Legal Counsel to negotiate the modifications as presented on the list of Coastal Mississippi Contractual Action Items (attached). Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Chenoweth	Voted --- Yes	Commissioner Holmes	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Marsh	Voted --- Yes
Commissioner Dane	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Wagner	Voted --- Yes

Commissioner Henderson Voted ---- Yes Commissioner Westfall Voted ---- Yes
The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

10. Commissioner Cracchiolo Spain made the motion to approve the South Mississippi Business Machines Renewal Agreement as presented. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Chenoweth	Voted ---- Yes	Commissioner Holmes	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Dane	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Shoultz	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

11. Commissioner Chenoweth made the motion to approve the MailChimp Service Agreement as presented (New on-line marketing platform). Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Chenoweth	Voted ---- Yes	Commissioner Holmes	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Dane	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Shoultz	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

12. Commissioner Hansen made the motion to approve the Resolution for Support of Grant Funding with specified language for each coastal county (Harrison, Hancock and Jackson). Seconded by Commissioner Fritz, the president called the question, with the following results:

Commissioner Chenoweth	Voted ---- Yes	Commissioner Holmes	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Dane	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Shoultz	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

13. Commissioner Wagner made the motion to enter into Closed Session to discuss the need to enter into Executive Session. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Chenoweth	Voted ---- Yes	Commissioner Holmes	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Dane	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Shoultz	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

14. Commissioner Wagner made the motion to reconvene from Closed Session. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Chenoweth	Voted --- Yes	Commissioner Holmes	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Marsh	Voted --- Yes
Commissioner Dane	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Shultz	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Westfall	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

15. Commissioner Wagner made the motion to enter into Executive Session to discuss personnel issues related to job performance and staffing. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Chenoweth	Voted --- Yes	Commissioner Holmes	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Marsh	Voted --- Yes
Commissioner Dane	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Shultz	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Westfall	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

16. Commissioner Hansen made the motion to reconvene from Executive Session into open meeting. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Chenoweth	Voted --- Yes	Commissioner Holmes	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Marsh	Voted --- Yes
Commissioner Dane	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Shultz	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Westfall	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

17. Legal Counsel stated there was no official action taken in Executive Session.

18. Commissioner Holmes made the motion to approve the Resolution adopting the Furlough Policy with the Staffing Scenarios Form (attached) that was presented to the Board during Executive Session. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Chenoweth	Voted --- Yes	Commissioner Holmes	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Marsh	Voted --- Yes
Commissioner Dane	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Shultz	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Westfall	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

19. Reminders

- Coastal Mississippi Monthly Board Meeting- May 2020
 Thursday, May 28, 2020 3:00pm – 4:30pm Coastal Mississippi Board Room

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

Commissioner Chenoweth	Voted --- Yes	Commissioner Holmes	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Marsh	Voted --- Yes
Commissioner Dane	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Shultz	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Westfall	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 30, 2020.

COASTAL MISSISSIPPI
Board of Commissioners Meeting

CEO REPORT
April 2020

Milton Segarra, CDME
4.30.20



INDUSTRY / BUSINESS DEVELOPMENT

- Conference Calls with:
 - Coastal Mississippi Casino Leadership
 - Arrivalist
 - USTA Board of Directors Meeting
 - Longwoods International Conference Call
 - Destinations International:
 - Weekly COVID-19 Updates
 - 2nd Quarter Joint Board Meeting
 - Peter Mayer Advertising: Coastal Mississippi Re-Entry Plan Approach
- US CEO Industry Update Webinars

COMMUNITY

- Partnership Conference Call with Paul Gavin

CITY - COUNTY - STATE

- Conference Calls with:
 - General Spraggins, DMR- Bonnet Carre' Spillway Update
 - Mississippi Tourism Association
 - Mississippi Development Authority / Visit Mississippi
 - Mississippi DMO Leadership
 - Coastal Mississippi Mayors- COVID 19 Update
 - Mayor Billy Hewes
- Coastal Mississippi Needs You Presentation:
 - Hancock County BOS President
 - Jackson County BOS President
 - Harrison County BOS
 - Governor Reeves' Office

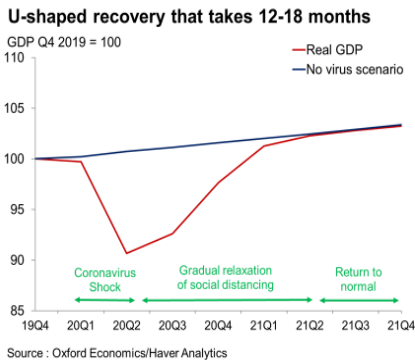
MEDIA

- Amanda Albright w/Bloomberg- Potential impact of COVID 19 on communities relying on tax revenue
- WXXV- Impact of COVID 19 on tourism industry and Coastal Mississippi's efforts
- WLOX: Update on the state of tourism
- Meetings Today- Outdoor offerings and charitable actions
- SuperTalk (LIVE): Coastal Mississippi tourism efforts during COVID 19

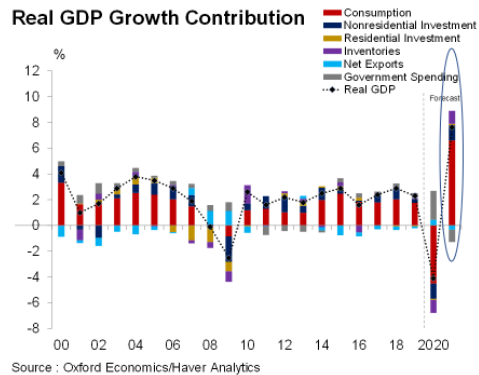
CEO MONTHLY MEETINGS – April 2020



This is going to take some time

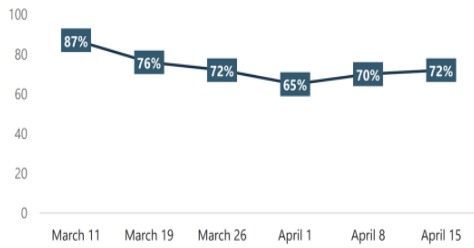


Economic rebound expected in 2021



And pent-up demand is starting to emerge

Travelers with Travel Plans in the Next Six Months Comparison

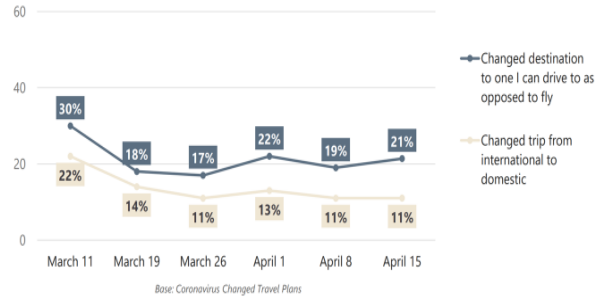


Travel Sentiment Study Wave 6



Shifts in play (domestic and drive)

Impact of COVID-19 on Upcoming Travel Plans Comparison

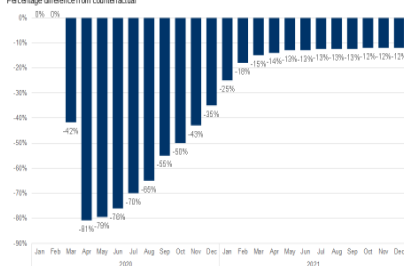


Travel Sentiment Study Wave 6

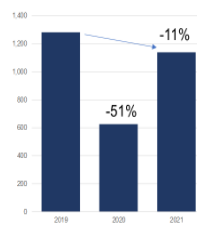


Profile of latest TE / STR forecast

Covid-19 scenario losses: Demand



Demand (million room nights)



Hotel rates will remain suppressed into 2021 (TE / STR forecast)

ADR



Concluding reflections

- Economic downturn: steep fall, strong bounce (and high uncertainty!)
- International market downturn is likely to extend into 2021
- Regional travel positioned to recover more quickly but timing will be initially more defined by social distancing policy than economy
- Business and group travel will lag due to low cash/profits as well as corporate and government policy
- Return to "normal" levels of travel will be a multi-year effort (i.e. 2023)
- Leisure travel pent-up demand (along with converted outbound) presents opportunity in the second half of 2020 and especially in 2021

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
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.	•

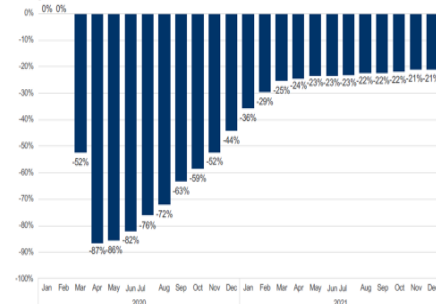
POST COVID-19 POTENTIAL REVENUE SOURCES

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.	

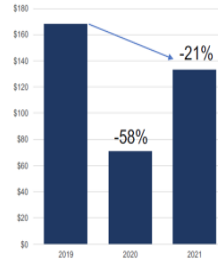
Other opportunities under consideration:

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 par

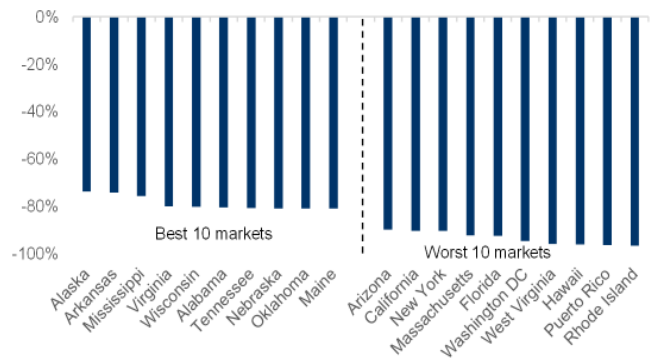
Covid-19 scenario losses: Room revenue
Percentage difference from counterfactual



Room Revenue (\$ billions)



Weekly travel spending (week ending April 18)
%, year-over-year change



TOURISM ECONOMICS

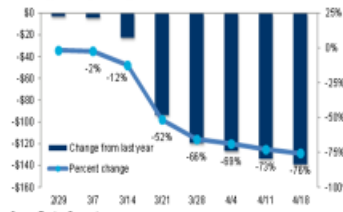
Source: Tourism Economics

Mississippi weekly travel spending
\$ millions



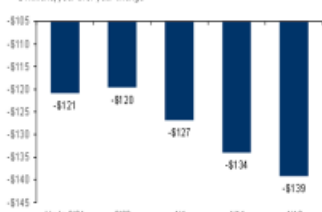
Source: Tourism Economics

Mississippi weekly travel spending
\$ millions, year-over-year change



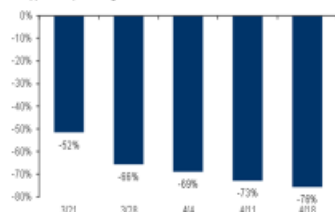
Source: Tourism Economics

Mississippi weekly travel spending
\$ millions, year-over-year change



Source: Tourism Economics

Mississippi weekly travel spending
%, year-over-year change



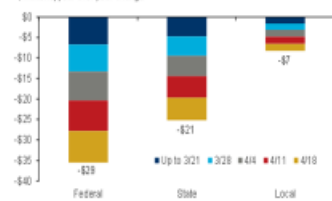
Source: Tourism Economics

Mississippi weekly travel spending losses through April 18th
\$ millions



Source: Tourism Economics

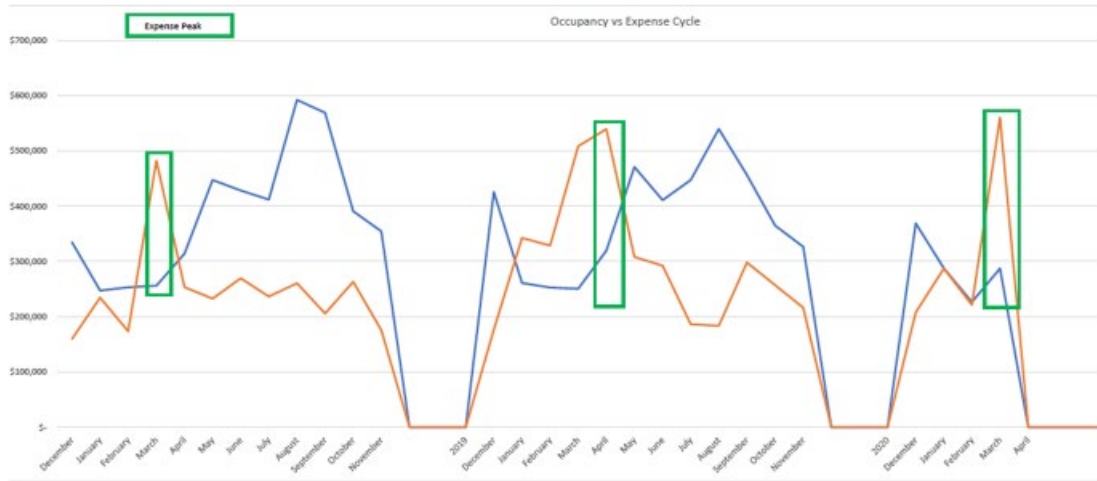
Mississippi tax revenue losses on travel spending
\$ millions, year-over-year change



Source: Tourism Economics

The more remote, the better

OCCUPANCY TAX -vs- EXPENSE CYCLE



*Revenue
*Expense

**THANK
YOU**

coastal
MISSISSIPPI
The Secret Coast

Coastal Mississippi – Contractual Action Items:

ADOBE CREATIVE SUITES: Keep contract as is.

The contract expires on 8/21/2020. Payments are \$58.00/month. There is no Force Majeure (FM) clause.

AirDNA: Not a necessity at this time. Take next steps to receive refund.

The contract is paid-up in full in the amount of \$4,800/year. It expires on 1/31/2021 and can only be renewed upon mutual agreement of parties. Monthly payments equate to \$400.00, with 9 months remaining in the term. There is no FM clause.

(NOTE: AirDNA has been very flexible about working with its parties to contract during the COVID-19 pandemic.)

ARES TRAVEL: Keep contract as is.

The annual fee is \$2,500.00. Contract expires on 2/18/2021 but will renew unless notice of cancellation is provided not less than 90 days prior to expiration. There is a FM clause.

ARRIVALIST: Not a necessity at this time. Take next steps to cancel and pay for only the first six months of usage.

The annual fee is \$49,000.00. Contract expires on 9/30/2020. The fee for FY 19-20 has not been paid. It has been suggested by Legal to reduce the fee to \$24,500 to cover that portion of the FY year which has already transpired and to have the balance cancelled. There is a FM clause upon which CM can rely. Written notice of cancellation should be provided with the proposal to pay for only the first 6 months of the contract year.

CROWDRIFT: Not a necessity at this time. Take next steps to receive refund.

Annual fee is \$17,325.00 and is paid in full. Expires 9/30/2020, unless renewed. CM must provide notice of intent to renew more than 30 days before expiration. There is a FM clause. CM should provide written notice of cancellation and request a refund in the amount of \$8,662.50.

DTN: Keep as is.

No cost to CM. Expires upon 90 days written notice.

LASERS EDGE: Not a necessity at this time. Take next steps to receive refund.

Annual fee is \$350 and is paid in full. Expiration upon written request.

M2Media: Keep as is.

Fees are based on numbers of printed copies of Discover South Mississippi. Fees range from \$3,450 to \$4,100 per issue. Expiration date is 2/21/2021.

PETER A. MAYER ADVERTISING, INC.:

AGENCY SERVICES AGREEMENT - Keep as is. Agency has already agreed to reduction.

Retainer fees from April 1, 2020 to September 30, 2020 will be reduced from \$10,000/mo. to \$5,000.00/mo. The budget will be amended to reduce gross digital and gross traditional media spending for the period of June through September of the FY to the sum of \$313,698.00. Minimum spending requirement for media will be waived by agency. No further work will be performed by Agency upon which an hourly rate may be charged without express written permission of CM. The COASTAL MISSISSIPPI and PETER MAYER – GO FORWARD PLAN must be adopted by CM as an amendment to the Agency Services Agreement and incorporated therein by reference.

Expires 9/30/2021.

INFLUENCER AGREEMENT - Cancelled

May be cancelled at any time without notice, subject to payment for pre-existing talent obligations created thereunder.

SIMPLEVIEW, INC.: **Keep as is. No billing for the rest of this fiscal year. They are giving us a credit for three months of SEO and we have support hours banked that will be credited to cover the cost of the other services we are billed for each month. This results in work continued being performed but no monetary requirements through September.**

CONSULTING AND SERVICE AGREEMENT – Keep as is.

There is a FM clause. Expires on 9/30/2020.

CUSTOMER RELATIONSHIP MANAGEMENT AGREEMENT – Keep as is.

There is a FM clause. Expires on 9/30/2020.

WEBSITE CONSULTING AND LICENSE AGREEMENT – Keep as is.

There is a FM clause. Expires on 3/1/21.

SPARKLOFT: **Keep as is. Agency has agreed to reduce retainer.**

Expiration 9/30/2020. There is a termination without cause provision with 30-day notice, as well as a FM clause.

CISION: ~ **Need to maintain the *Trendkite media monitoring* portion of this contract to ensure we are apprised of media sentiment and coverage.**

~ **Recommend we request credit for *Cision Communications Cloud – US and Canada Influencer Database* for the balance of this fiscal year.**

~ **Recommend we request credit for the *Cision Impact* feature that has yet to work for us.**
Expiration 10/24/2020. There is a FM clause.

CIVITAS: **No payment for rest of fiscal year. Will revisit next fiscal year.**

Expiration upon completion of Scope of Work. Work will be suspended by mutual agreement. No further payments following the retainer paid in March 2020 unless and until work resumes.

BRUCE NIERENBURG: **Cancelled**

Contract will be cancelled by mutual agreement following the payment of the March 2020 retainer/consulting fee.

STAN FLINT: **Cancelled**

Contract will be cancelled by mutual agreement following payment of the March 2020 retainer.

FOLEON: **Recommend requesting refund for balance of this fiscal year, although this is not stipulated as an option within the FM clause.**

Contract is \$9,600.00 and is fully paid. Term is for 12 months and may be renewed upon written mutual agreement.

PHOTOSHELTER: **Recommend requesting refund for balance of this fiscal year, although this is not stipulated as an option within the FM clause.**

Contract is terminable upon 30-day notice. Fee is based on 8% of all purchasing transactions.

FAHLGREN-MORTINE: **Keep as is.**

Monthly retainer will be reduced from \$5,500.00 to \$2,250.00 beginning April 2020 for remainder of contract term, unless otherwise mutually agreed.

TRAVMEDIA: **Keep as is.**

Contract is \$2,400.00 per year and is fully paid. There is no FM clause.

HELMS-BRISCOE: **We did not move forward with this agreement. Nothing was submitted to agency.**

Contract is \$20,000.00 per year and expires on 1/1/2021. Termination upon 30-day notice with remaining fees to be negotiated.

TRENDKITE: **Keep as is.**

Contract is \$15,000.00 and expires on 10/24/2020. There is a FM clause.

STR, INC.: **Keep as is.**

Contract is \$8,290.00 per year. Terminable upon 30-day notice. Expires on 7/31/2020.

Staffing Scenarios

4.24.20

		Eff. 5/1/20 Reductions	May Reductions	June-Sept Reductions
Level 1 (6)		0%	0	0
Level 2 (4)			1,734	9,833
	PR/Comm	Furlough 6/1/20	417	4,168
	Marketing	10%	417	417
	PR/Comm	10%	417	417
	Marketing	Furlough 6/1/20	483	4,831
Level 3 (5)		Furlough 5/1/20	26,206	26,206
	Sales		5,594	5,594
	Sales		4,356	4,356
	Leisure		4,356	4,356
	Sales		4,168	4,168
	Sales		7,732	7,732
Level 4 (2)		Term 5/1/20	8,648	8,648
	Services		4,728	4,728
	Reception		3,920	3,920
Monthly Total			36,587	44,687

<i>Option A Reductions (April):</i>			PR Reductions:
Level 1	0%	April	9,233
Level 2	10%	May	36,587
Level 3	20%	June-Sept	178,748
Level 4	30%		
		Total	224,568
		Previous	-114,486
		Additional	110,082