

COASTAL MISSISSIPPI BOARD MEETING
August 29, 2019
OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, August 29, 2019 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Nikki Moon, Vice President; Mary Cracchiolo Spain, Secretary; Carla Todd, Treasurer; Richard Chenoweth, Prior President; Bill Holmes; Clay Wagner; Dan Wittmann; Danny Hansen; John Carter; Rich Westfall; Richard Marsh; Rob Stinson

Commissioners Absent: Mark Henderson, Secretary; 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: Je'Nell Blum, Legal Counsel; Advisory Members: Cami Cornfoot, Hancock County; Gloria Frey, Mississippi Coast Coliseum and Convention Center and Mike Davis, IP Casino Resort Spa; Myrna Green, Hancock County Tourism; Teckie Hinkebein, Gulfport-Biloxi Airport Authority; Baylie Cornfoot, Guest; Keith Wilson, Streetcar PR and Joyce Philippe, WLOX News

President Moon called the meeting to Order.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 29, 2019.

2. Commissioner Marsh made the motion to accept the minutes from the July 30, 2019 Coastal Mississippi Board Meeting with the following change: Item #10, Commissioner Cracchiolo recused herself from the vote. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 29, 2019.

3. President's Report:
 - Recognized and welcomed Advisory Members and Guests
4. Coastal Mississippi CEO Report:
 - Presented Monthly Report (attached)
5. Commissioner Chenoweth made the motion to approve the Financial Statements as of July 31, 2019. Seconded by Commissioner Carter, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 29, 2019.
6. Commissioner Hansen made the motion to ratify the check/EFT disbursements totaling \$322,210.43. Seconded by Commissioner Stinson, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 29, 2019.
7. Commissioner Cracchiolo made the motion to ratify expenses paid by credit card totaling \$18,903.94. Seconded by Commissioner Wagner, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 29, 2019.
8. Commissioner Westfall gave a brief recap of the Marketing & Sales Committee Meeting with updates from Erin Rosetti, Communications & Engagement; Karen Conner, Marketing and Zach Holifield, Leisure Business Development and Janice Jefferson, Sales.
9. Commissioner Hansen made the motion to approve the Group Incentive Request for the Southeastern Association of Community Action Agencies Annual Conference 2020 being held November 8, 2020 up to \$5,000 for two years (\$5,000 each year) or \$2,500 for one year. Seconded by Commissioner Marsh, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 29, 2019.

Commissioner Carter left meeting.

10. Commissioner Wagner made the motion to approve the Foleon Essentials Agreement as presented. Seconded by Commissioner Chenoweth, the president called the question, with the following results:
- | | | | |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter | Voted --- A&E | Commissioner Marsh | Voted --- Yes |
| Commissioner Chenoweth | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd | Voted --- Yes |
| Commissioner David | Voted --- A&E | Commissioner Wagner | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson | Voted --- A&E | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | | |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 29, 2019.

11. Commissioner Wagner made the motion to approve the PhotoShelter-Libris Agreement as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:
- | | | | |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter | Voted --- A&E | Commissioner Marsh | Voted --- Yes |
| Commissioner Chenoweth | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd | Voted --- Yes |
| Commissioner David | Voted --- A&E | Commissioner Wagner | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson | Voted --- A&E | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | | |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 29, 2019.

12. Commissioner Todd made the motion to approve the Cision Agreement as presented. Seconded by Commissioner Chenoweth, the president called the question, with the following results:
- | | | | |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter | Voted --- A&E | Commissioner Marsh | Voted --- Yes |
| Commissioner Chenoweth | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd | Voted --- Yes |
| Commissioner David | Voted --- A&E | Commissioner Wagner | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson | Voted --- A&E | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | | |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 29, 2019.

13. Reminder

- Coastal Mississippi Monthly Board Meeting- September 2019
Thursday, September 26, 2019 3:00pm – 4:30pm Bay St. Louis- Venue TBD

14. Commissioner Chenoweth made the motion to adjourn the meeting. Seconded by Commissioner Wagner, the president called the question, with the following results:
- | | | | |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter | Voted --- A&E | Commissioner Marsh | Voted --- Yes |
| Commissioner Chenoweth | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd | Voted --- Yes |
| Commissioner David | Voted --- A&E | Commissioner Wagner | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson | Voted --- A&E | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | | |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 29, 2019.

COASTAL MISSISSIPPI
Board of Commissioners Meeting

CEO REPORT
August 2019

Milton Segarra, CDME
8.29.19



CITY - COUNTY - STATE

- Meeting with Mayor Hewes
- Legislative Luncheon with Cindy Hyde-Smith
- Senate Tourism/Finance Joint Committee Meeting- Hearing to discuss flood damage in the Delta and Coastal Mississippi

MEDIA

- WLOX 4 O'Clock News (LIVE)- Tourism Numbers and Marketing Efforts
- WLOX Interview- Feature on Nikki Moon
- Radio Interview- WGSO with Tim McNally- Summer is Still Here Campaign
- Radio Interview with Supertalk- Update on Algal Bloom
- Phone Interview with Huffington Post- Tourism Numbers
- WLOX Interview- Update on Summer Numbers

COMMUNITY

- Meeting with Exec Dir of MS Commercial Fisheries United
- Call with Chris Gouras regarding Wayfinding Grant
- Call with MDA regarding flood damage assessment & campaign to recovery
- Meeting with Dan Marks, Hancock-Whitney Bank
- Meeting with Scott Levanway, DMR
- GCBC- Master's Class Presentation
- MS Hotel and Lodging Association Meeting
- Harrah's Gulf Coast Presentation

INDUSTRY / BUSINESS DEVELOPMENT

- Investment Summit Committee Meeting
- Development Master Plan Committee Meeting
- Meeting w/Gulfport-Biloxi Airport to discuss Co-Op Opportunities
- Call with Dianne Turner, Brand USA
- Meeting with Centennial Plaza- Supporting Efforts
- Transportation Summit

CEO MONTHLY MEETINGS - August 2019



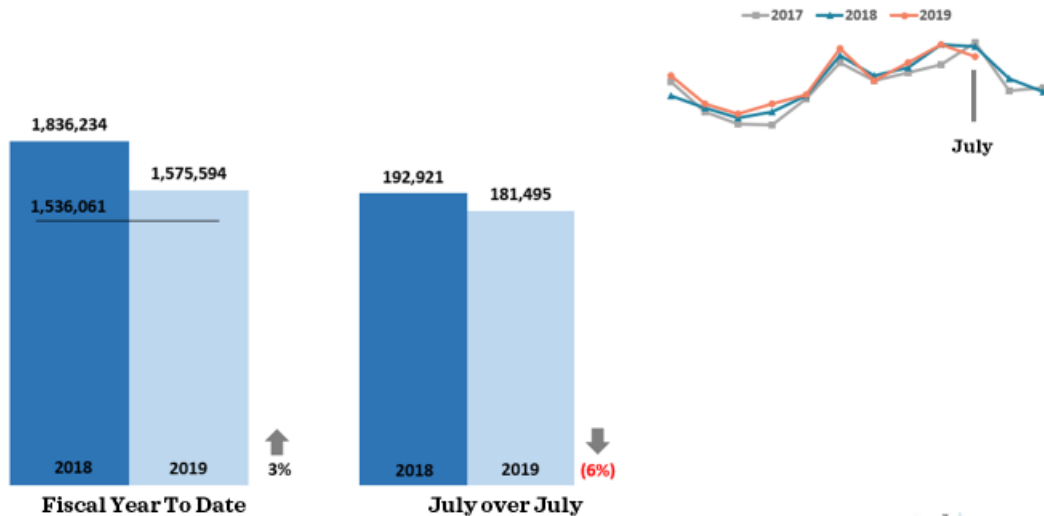
Media Coverage

In June and July:

- There were **545 total mentions** of Algae Blooms + Mississippi during this time frame
 - **Height of the coverage** with 224 mentions took place the **week of July 8-14**, however there was **buildup prior to Fourth of July holiday**
- **Aggregate readership** of coverage related to Harmful Algal Bloom was more than **76 million**, with most viewership coming from **TV and online news**
- **Sentiment** measured **26% negatively**, with emphasis on **keywords** such as **harmful, toxic**
- **Headlines from top-tier, national outlets** such as New York Times, USA Today, The Associated Press, ABC News, etc. were alarmist in nature, including:
 - **No swimming! No seafood! Toxic bacteria afflicting coast causes rashes, diarrhea, vomiting**
 - **More beaches closed due to toxic algae bloom in Mississippi**
 - **Beware vacationers: Toxic algae bloom hits Mississippi coast, closes beaches**



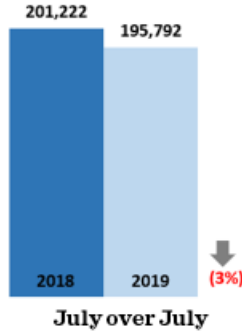
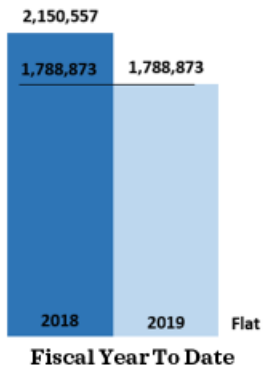
Non-Casino Rooms Sold



Source: STR



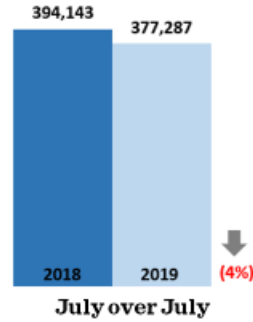
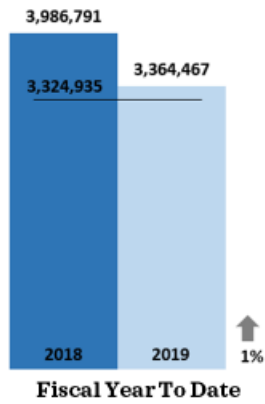
Casino Rooms Occupied



Source: MS Gaming Commission

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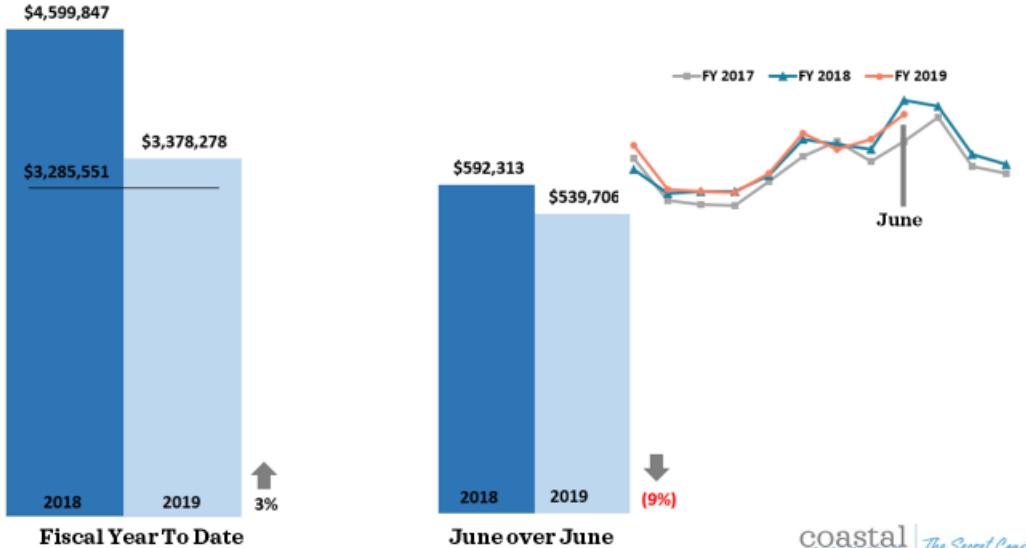
All Rooms Sold/Occupied



Source: STR & MS Gaming Commission

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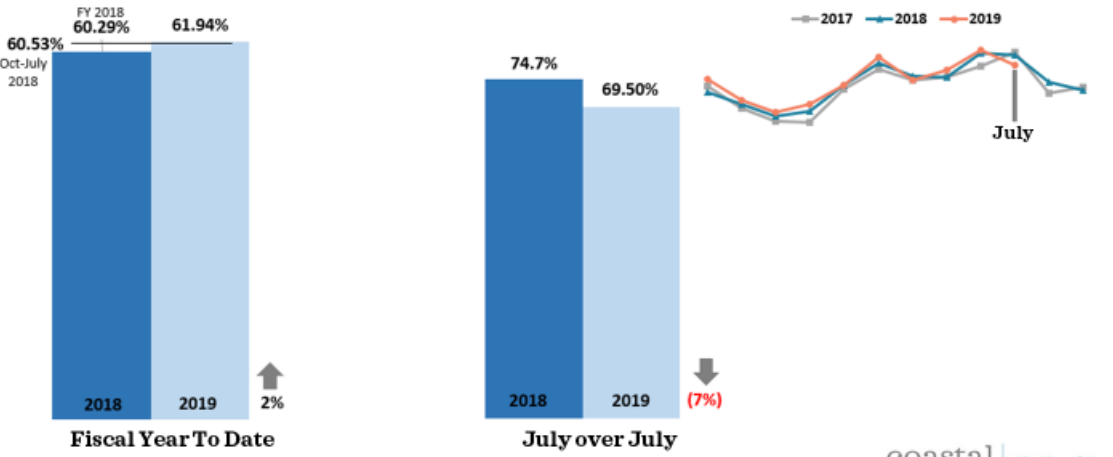
Occupancy Tax Receipts



Source: MS Department of Revenue



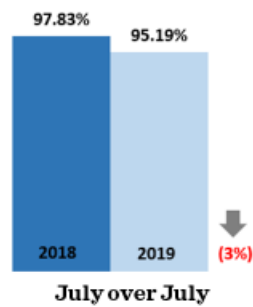
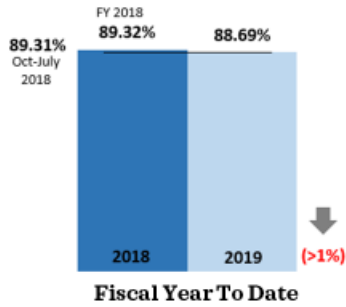
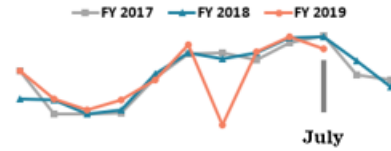
Non-Casino Occupancy



Source: STR



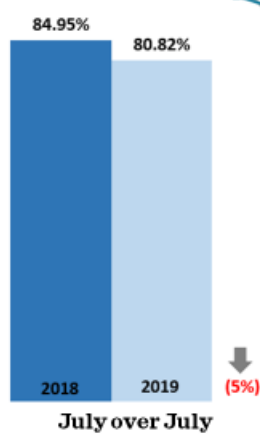
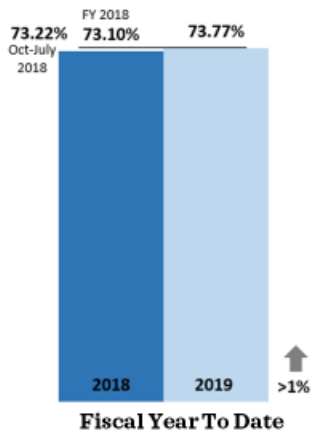
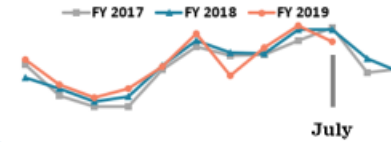
Casino Occupancy



Source: MS Gaming Commission

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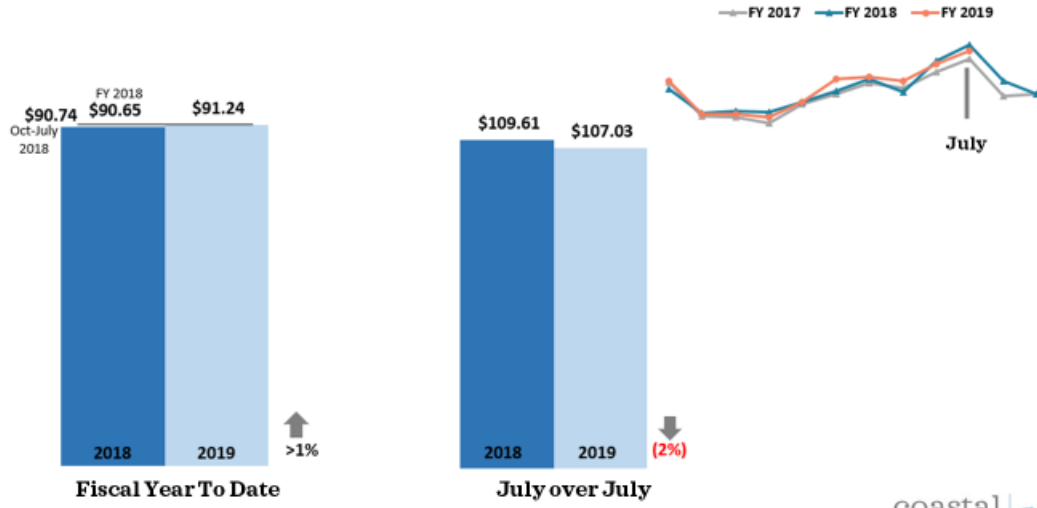
All Occupancy



Source: STR & MS Gaming Commission

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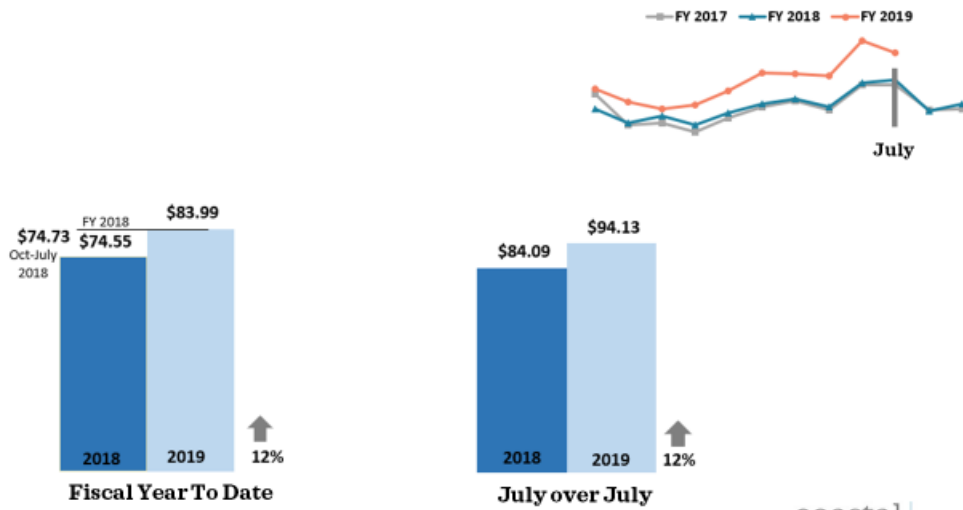
Non-Casino ADR



Source: STR

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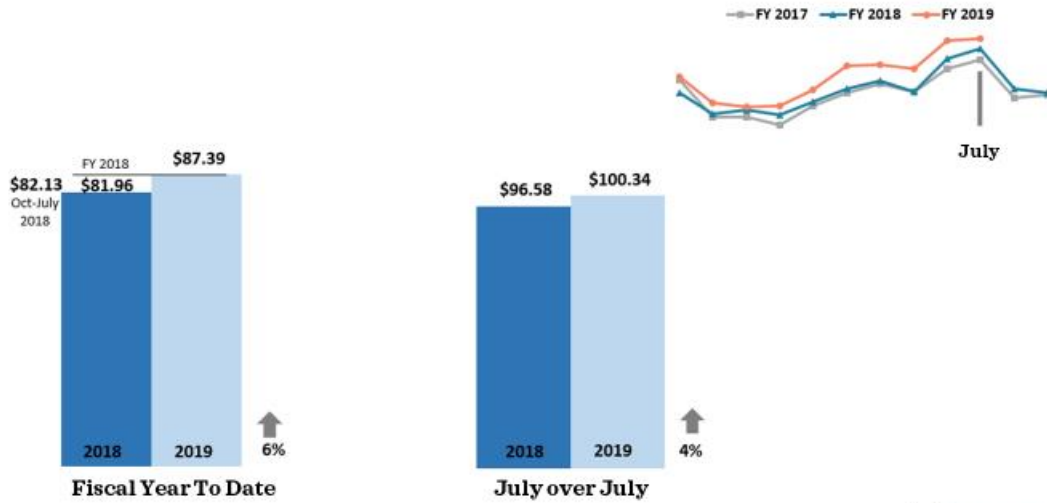
Casino ADR



Source: MS Gaming Commission

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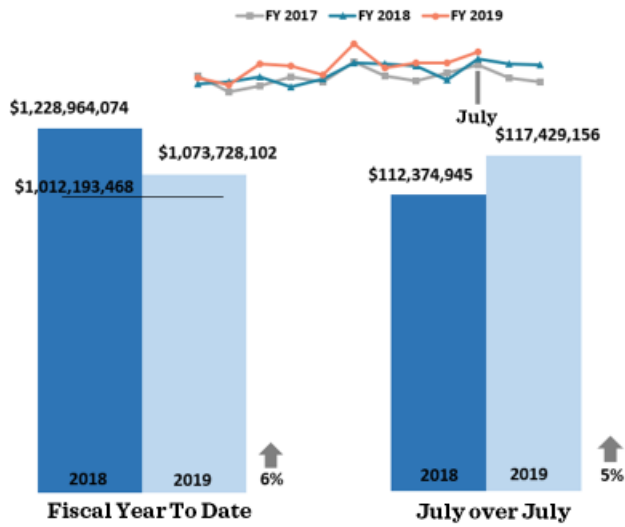
All ADR



Source: STR & MS Gaming Commission

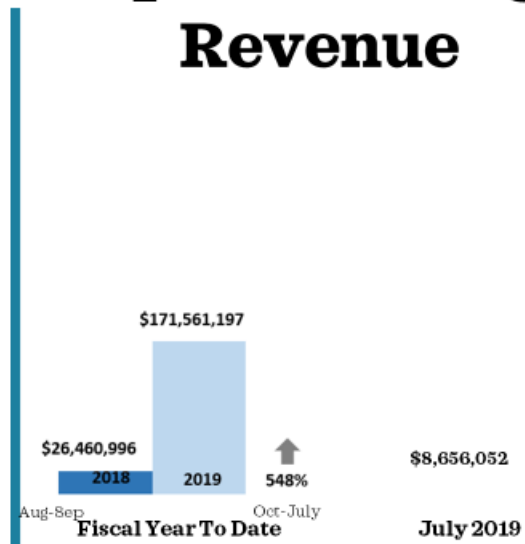


Gaming Revenue



Source: MS Gaming Commission

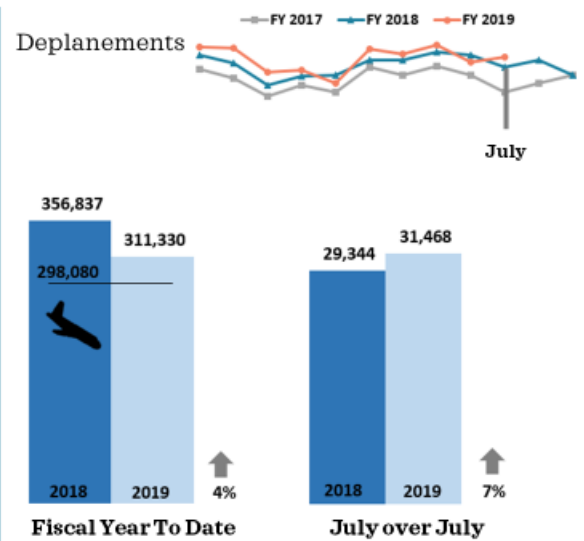
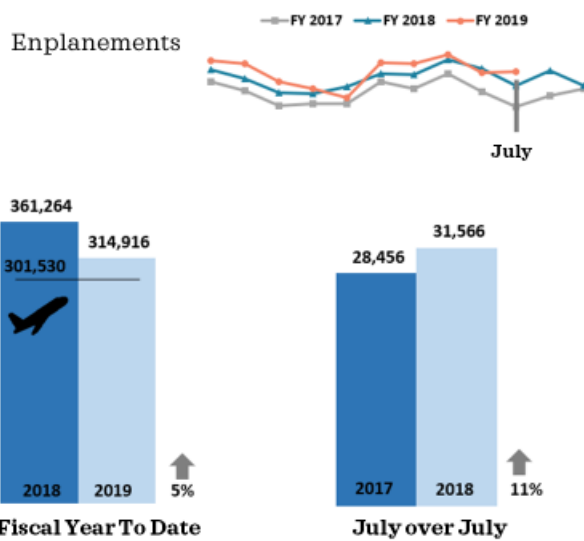
Sports Betting Revenue



* Sports Betting began August 2018



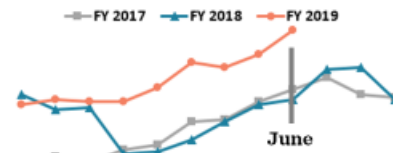
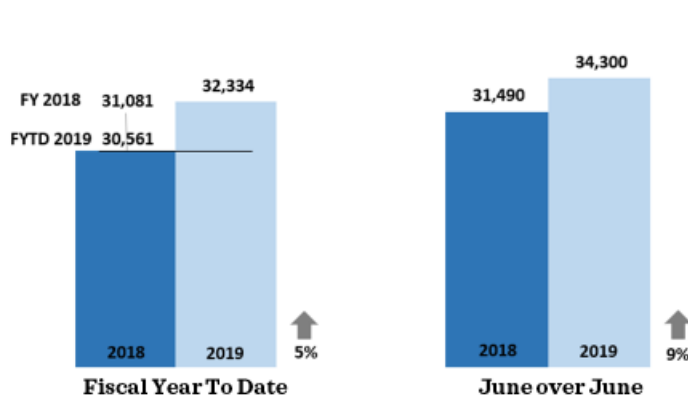
Airport



Source: Gulfport Biloxi International Airport

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Leisure & Hospitality Jobs



Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

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✓ **Coastal Mississippi Annual Meeting**

November 7, 2019 Centennial Plaza 3:30pm

✓ **Customer Advisory Board (CAB)**

October 16-18, 2019

✓ **Splash Bash for Mississippi Aquarium**

September 27, 2019 'Sail'ebration Sponsor

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YOU**

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