

COASTAL MISSISSIPPI BOARD MEETING
December 19, 2019
OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, December 19, 2019 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Nikki Moon, President; Mary Cracchiolo Spain, Vice President; Richard Chenoweth, Prior President; Bill Holmes; Clay Wagner; Dan Wittmann; Danny Hansen; Rich Westfall; Richard Marsh; Rusty David

Commissioners Absent: Carla Todd, Treasurer; John Carter; Rob Stinson

Commissioners via Phone: Mark Henderson, Secretary

Staff Members Present: Milton Segarra, CEO; Cindy Jo Calvit, Executive Administrative Assistant; Crystal Glover, Sales Manager; Erin Rosetti, Director of Communications and Engagement; Karen Conner, Director of Marketing; Pam Tomasovsky, Director of Finance

Others Present: Hugh Keating, Legal Counsel; Advisory Members: Cynthia Sutton, Ocean Springs Chamber of Commerce; Donna Brown, Gulf Hills Resort and Gloria Frey, MS Coast Coliseum and Convention Center; Myrna Green, Hancock County Tourism, David Crane, Peter Mayer and Keith Wilson, Streetcar PR

President Moon called the meeting to Order.

Commissioner Marsh lead the meeting with the Pledge of Allegiance and a Prayer.

Anna Roy, Public Relations Manager read a Coastal Mississippi Christmas Poem she had written.

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 ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Stinson	Voted ---- A&E
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	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 December 19, 2019.

2. Commissioner Chenoweth made the motion to accept the minutes from the November 26, 2019 Coastal Mississippi Board Meeting as presented. 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 ---- A&E
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	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 December 19, 2019.

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 November 30, 2019. Seconded by Commissioner Marsh, 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 --- A&E
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Henderson	Voted --- Yes	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 December 19, 2019.

6. Commissioner Clay made the motion to ratify the check/EFT disbursements totaling \$352,698.64. 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 --- A&E
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Henderson	Voted --- Yes	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 December 19, 2019.

7. Commissioner Marsh made the motion to ratify the expenses paid by credit card totaling \$8,729.76. Seconded by Commissioner Holmes, 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 --- A&E
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Henderson	Voted --- Yes	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 December 19, 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 Crystal Glover, Sales.

Milton Segarra, CEO recused himself due to conflict of interest.

9. Commissioner Holmes made the motion to approve the Group Incentive Request for the Mississippi Gulf Coast Volleyball Open 2020, 2021 and 2022 up to \$7,500 each year. Seconded by Commissioner Marsh, 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 --- A&E
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Henderson	Voted --- Yes	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 December 19, 2019.

Milton Segarra, CEO returned to meeting.

Commissioner Wagner left the meeting.

10. Commissioner Chenoweth made the motion to approve the amendments to the Performance-Based Pay Incentive Provisions in the Sales Managers' Agreements (*attached*). Seconded by Commissioner Marsh, 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 ---- A&E
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	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 December 19, 2019.

Commissioner Wagner rejoined the meeting by phone.

11. Commissioner Hansen made the motion to enter into Closed Session to discuss the need to enter into Executive Session. 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 ---- A&E
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	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 December 19, 2019.

12. Commissioner Westfall made the motion to reconvene from Closed Session. Seconded by Commissioner David, 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 ---- A&E
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	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 December 19, 2019.

13. Legal Counsel stated there was no official action taken in Closed Session.

14. Commissioner Westfall made the motion to enter into Executive Session to discuss Personnel and Job Performance Issues related to the CEO. 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 --- A&E
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Henderson	Voted --- Yes	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 December 19, 2019.

15. Commissioner Holmes made the motion to exit Executive Session and reconvene in open meeting. 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 --- A&E
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Henderson	Voted --- Yes	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 December 19, 2019.

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

17. Commissioner Westfall made the motion for President Moon, Vice President Cracchiolo Spain and Commissioner Chenoweth to review the CEO's contract and negotiate amendments to the terms and conditions of the contract as discussed in Executive Session. Seconded by Commissioner Holmes, 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 --- A&E
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Henderson	Voted --- Yes	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 December 19, 2019.

18. Reminders

- Coastal Mississippi Monthly Board Meeting- January 2020
Thursday, January 30, 2019 3:00pm – 4:30pm Jackson County- TBD

19. Commissioner Chenoweth made the motion to adjourn the meeting. 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 --- A&E
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Henderson	Voted --- Yes	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 December 19, 2019.

COASTAL MISSISSIPPI
Board of Commissioners Meeting

CEO REPORT
December 2019

Milton Segarra, CDME
12.19.19



INDUSTRY / BUSINESS DEVELOPMENT

Development Master Plan Committee Meeting
Gulf Coast Business Council- Ashley Edwards & Ben Hunter

COMMUNITY

Beau Rivage Presentation
Tourism Improvement District Steering Committee Meeting

CITY - COUNTY - STATE

Meeting with DMR to discuss Louisiana Diversion
Meetings to Update Mayors on Coastal Mississippi

- Mayor Gilich
- Mayor Smith
- Mayor Dobson
- Mayor Favre
- Mayor McDermott

MEDIA

Sun Herald - Moving Forward after Bonnet Carre

UPCOMING

WLOX- Outlook for 2020 Travel
MTA's 2020 Gulf Coast Legislative Reception

CEO MONTHLY MEETINGS – December 2019



COASTAL MISSISSIPPI INCENTIVE STRUCTURE

FY20 Year to Date Sales Numbers

October -September

Definite Room Nights - 4%				
	Regional	Regional	Leisure	Sports
	AC	CG	KP	MS
Goal	7,000	19,000	12,000	19,000
Overachiever Goal - 2%	7,700	20,900	13,200	20,900
Actual Room Nights				

New Business - 4%				
	AC	CG	KP	MS
Leads - 2%	60	65	21	57
Actual Leads Met				

Room Nights - 2%	5,950	6,650	2,400	5,700
Actual Room Nights Met				

Leads - 3.5%				
	AC	CG	KP	MS
Goals	75	100	140	95
Actual Leads Met				

Team Room Night & Lead Goal - 1.5%				
	AC	CG	KP	MS
Team Room Nights - 58,390				
Actual Room Nights				

Team Leads - 410				
Actual Leads				

Annual Incentive Pay	15%
Annual Team Room Nights	58,390
Annual Team Leads	410



COASTAL MISSISSIPPI INCENTIVE STRUCTURE
FY20 April -September - Sales Numbers- Q3 & Q4

Definite Room Nights - 2%				
	Regional	Regional	Leisure	Sports
	AC	CG	KP	MS
Goal	3,500	9,500	6,000	9,500
Overachiever Goal - 1%	3,850	10,450	6,600	10,450
Actual Room Nights				

New Business - 2%				
	AC	CG	KP	MS
Leads - 1%	30	32.5	10.5	28.5
Actual Leads Met				

Room Nights - 1%	2,975	3,325	1,200	2,850
Actual Room Nights Met				

Leads - 1.75%				
	AC	CG	KP	MS
Goals	37.5	50	70	47.5
Actual Leads Met				

Team Room Night & Lead Goal - .75%				
	AC	CG	KP	MS
Team Room Nights - 29,195				
Actual Room Nights				

Team Leads - 205				
Actual Leads				

Bi-Annual Incentive Pay	7.50%
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