

COASTAL MISSISSIPPI BOARD MEETING
July 30, 2019
OFFICIAL MINUTES

The Coastal Mississippi Board met Tuesday, July 30, 2019 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Nikki Moon, Vice President; Carla Todd, Treasurer; Mary Cracchiolo, Secretary; Clay Wagner; Dan Wittmann; Danny Hansen; Mark Henderson; Rich Westfall; Rob Stinson; Rusty David

Commissioners Absent: Richard Chenoweth, Past President; Bill Holmes; John Carter

Commissioners on Phone: Richard Marsh

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: Cami Cornfoot, Hancock County; Clay Williams, Gulfport-Biloxi International Airport; Donna Brown, Gulf Hills Hotel and Convention Center; Gloria Frey, Mississippi Coast Coliseum and Convention Center and Susan Perkins, MS Restaurant and Beverage Association; Myrna Green, Hancock County Tourism; Keith Wilson, Streetcar PR

President Moon called the meeting to Order.

1. President Moon announced her FY20 goals she wants to achieve as President of the Board.

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

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
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 ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 30, 2019.

3. Commissioner Hansen made the motion to accept the minutes from the June 27, 2019 Coastal Mississippi Board Meeting as presented. Seconded by Commissioner Wittmann, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
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 ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 30, 2019.

4. President's Report:

- Recognized and welcomed Advisory Members and Guests

5. Coastal Mississippi CEO Report:

- Introduced newest staff member, Patrick Clay, Digital Content Manager
- Presented Monthly Report (attached)

6. Commissioner Wagner made the motion to approve the Financial Statements as of June 30, 2019.

Seconded by Commissioner Wittmann, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
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 ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 30, 2019.

7. Commissioner Hansen made the motion to ratify the check/EFT disbursements totaling \$357,939.30.

Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
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 ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 30, 2019.

8. Commissioner Wagner made the motion to ratify expenses paid by credit card totaling \$7030.77.

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 ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
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 ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 30, 2019.

9. 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.

10. Commissioner Wagner made the motion to approve the Group Incentive Request for the 2020 Bumper to Bumper Company Meeting being held April 21-23, 2022 up to \$9,000. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Recuse	Commissioner Todd	Voted ---- Yes
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 ---- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 30, 2019.

11. Commissioner Henderson made the motion to authorize the Board President to execute a resolution to be presented to the Board endorsing the Restore Act Grant Funding Application for Events and the 20% funds match that are included in Coastal Mississippi's approved budget coming from the sources described by 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 ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
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 ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 30, 2019.

12. Commissioner Wagner made the motion to authorize the Board President to execute a resolution to be presented to the Board endorsing the Restore Act Grant Funding Application for Strategic Partnerships and the 20% funds match that are included in Coastal Mississippi's approved budget coming from the sources described by the CEO. 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 ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
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 ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 30, 2019.

13. Commissioner Wagner made the motion to authorize the Board President to approve and execute two Attractions Pass Agreements 1) Coastal Mississippi and Provider and 2) Coastal Mississippi and Consumer subject to the advice and consent of Coastal Mississippi's CEO, legal Counsel and Board President. Seconded by Commissioner Wittmann, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
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 ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 30, 2019.

14. Clay Williams gave an update on Gulfport-Biloxi Airport Business

15. Reminder

- Coastal Mississippi Monthly Board Meeting- August
Thursday, August 29, 2019 3:00pm – 4:30pm Coastal Mississippi Board Room

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

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
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 ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 30, 2019.

WELCOME!

COASTAL MISSISSIPPI BOARD OF COMMISSIONERS MEETING July 30 , 2019



COASTAL MISSISSIPPI Board of Commissioners Meeting

CEO REPORT July 2019

Milton Segarra, CDME
7.30.19



MEDIA

Interviews regarding Tourism and the Closure of MS Waters due to Harmful Algal Bloom Crisis
MS Public Broadcasting
ABC News- Phone Interview
Washington Post- Phone Interview
WVUE News 8- New Orleans
News Radio 98.1
Alabama Media Group
WLOX- TV13
WLOX Interview- Continued efforts to Promote Tourism as Bonnet Carre Spillway Closes

INDUSTRY / BUSINESS DEVELOPMENT

Mississippi Tourism Association- Strategic Plan Kick-Off Meeting
Vicksburg Rotary Club- Coastal Mississippi Presentation
Destinations International Foundation- Board Meeting and Annual Conference
Civitas Initiative- Kick-Off Conference Call
U.S. Tourism Association- Board Meeting
• Coastal Mississippi Presentation • DI/ASAE CEO Panel

COMMUNITY

Harmful Algal Bloom Closed Forum
Gulf Coast Business Council- TIP Presentation (Steering Committee)
DMR and MDA Conference Call

CEO MONTHLY MEETINGS – July 2019



ECONOMIC OUTLOOK

The US Economy is experiencing its longest economic expansion on record, now 121 consecutive months since 2009.

At the same time, a number of high-frequency indicators have shown that the rate of growth has slowed in 2019. While ongoing wage growth and still-strong consumer confidence continue to boost consumer spending, decelerating business spending on capital goods may be signaling an expectation of slower economic growth.

Despite a trifecta of policy risks- trade, fiscal, and monetary- the economy should maintain much of its momentum thanks to solid macroeconomic fundamentals, including health consume spending and confidence, coupled with moderate growth in corporate profits and business investment.



ECONOMIC OUTLOOK

Forecast:

	GDP		Unemployment
2018:	2.9%	2018:	3.9%
2019:	2.4%	2019:	3.6%
2020:	1.9%	2020:	3.5%

Growth in real personal income

2018:	3.0%
2019:	2.0%
2020:	2.0%



TRAVEL FORECAST

- Overall:
2018: 1.9% 2019: 1.7%

Domestic Leisure Travel

2019: 1.8%
2020: 1.7%

Domestic Business Travel

2019: 1.5%
2020: 1.4%

International Inbound Travel

2019: 2.1%
2020: 3.0%



Leisure Intent to Travel Domestically in the Next 12 Months

21%

Plan to take more vacations

30%

Plan to take few vacations

Source: 2018 MMGY Global Portrait of American Travelers



Value and Price are Growing as Determinent

32%

of domestic U.S. vacations
in Q4 were influenced by
rates and airfares

Source: 2018 MMGY/travelhorizons



2019 CONVENTIONS AND MEETINGS

4%
INCREASE

Source: American Express Global Meetings Forecast

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MISSISSIPPI
The Secret Coast

ROAD TRIPS ON THE RISE

	2015	2016	2017	2018
Number of families who took at least one road trip in the past 12 months	33%	37%	46%	51%

Source: 2018-2019 MMGY Global 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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