

COASTAL MISSISSIPPI BOARD MEETING
June 30, 2020
OFFICIAL MINUTES

The Coastal Mississippi Board met Tuesday, June 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; Carla Todd, Treasurer; Mark Henderson, Secretary; Richard Chenoweth, Prior President; Bill Holmes; Clay Wagner; Danny Hansen; Kim Fritz; Rich Westfall; Richard Marsh; Rob Stinson; Rusty David; Shirley Dane

Commissioners via phone: Brooke Shoultz

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; Jim Williams, New Commissioner effective 7.1.20

Others via phone: Advisory Members: Cami Cornfoot, Hancock County; Donna Brown, Gulf Hills Resort; Larry Ahlgren, Gulf Islands Waterpark; Mike Davis, Hotel & Lodging Association and Susan Perkins, MS Restaurant Association; Chaille Munn, Gulfport-Biloxi International Airport; Myrna Green, Hancock County and Mary Perez, Sun Herald

President Moon called the meeting to Order.

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

1. Commissioner Wagner made the motion to accept the agenda as presented. 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 June 30, 2020.

2. Commissioner Chenoweth made the motion to accept the meeting minutes from the May 28, 2020 Coastal Mississippi Board Meeting 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 June 30, 2020.

3. President's Report:

- Recognized and welcomed Advisory Members and Guests
- Welcomed new Commissioner Jim Williams

4. Coastal Mississippi CEO Report:

- Presented Monthly Report (attached)
- Announced retirements of Janice Jefferson, Director of Sales and Crystal Glover, Regional Sales Manager

5. Commissioner Hansen made the motion to approve the Financial Statements as of May 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 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 June 30, 2020.

6. Commissioner Hansen made the motion to ratify the check/EFT disbursements totaling \$139,138.13.

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 June 30, 2020.

7. Commissioner Wagner made the motion to ratify the expenses paid by credit card totaling \$7,051.62.

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 June 30, 2020.

8. Commissioner Westfall gave a brief recap of the Marketing & Sales Committee Meeting and presented Economic Development Administration (EDA) Grant information and Resolution.

9. Commissioner Wagner made the motion to approve a Resolution authorizing Mississippi Gulf Coast Regional CVB d.b.a. Coastal Mississippi to apply for an Economic Development Administration Grant in support of the proposed Re-Entry Plan to the tourism marketplace and to authorize and allocate matching funds as required. Seconded by Commissioner Marsh, 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 June 30, 2020.

10. Commissioner Cracchiolo Spain made the motion to approve a Memorandum of Understanding and Participation Agreement between Mississippi Gulf Coast Regional CVB d.b.a. Coastal Mississippi and Visit Hattiesburg in efforts to advocate for and to obtain funding from any and all available federal and state sources in order to meet operational and marketing goals and objectives. 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 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 June 30, 2020.

11. Board President transitioned from President Moon to Commissioner Cracchiolo Spain for FY2021.

12. Commissioner Wagner made the motion to accept the new Commissioner Committees and Committee Appointees as presented (attached). Seconded by Commissioner Marsh, the new president called the question, with the following results:

Commissioner Chenoweth	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shultz	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

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

13. Reminders

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

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

Commissioner Chenoweth	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shultz	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

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

COASTAL MISSISSIPPI
Board of Commissioners Meeting

CEO REPORT
May 2020

Milton Segarra, CDME
6.30.20



INDUSTRY / BUSINESS DEVELOPMENT

- Conference Calls with:
 - Sparkloft Media
 - Peter Mayer- Re-Entry Plan
 - DI- Equality, Diversity and Inclusion Task Force
- DI- Governance Committee Meeting
- Meeting with Mississippi Veterans Association
- Meeting with Rapiscan Systems Classic



CITY - COUNTY - STATE

- Tourism Recovery Fund
- Meeting with Senator Hyde-Smith
- Meetings with Gulf Coast Delegation (Representatives & Senators)
- Site Visit with MTA- Coastal Mississippi hosting Governor's Conference
- Mississippi Tourism Association- Advisory Board Meeting
- Meeting with Lt. Governor's Chief of Staff

MEDIA

- New York Times- Travel & Tourism Marketing
- SuperTalk Live
- WLOX- 4th of July Weekend

CEO MONTHLY MEETINGS – June 2020



COVID-19 STRATEGIC PLAN FOR DESTINATION EMERGENCE



THANK YOU

coastal
MISSISSIPPI
The Secret Coast

Commission Committees

EXECUTIVE

Mary Cracchiolo Spain, President
Mark Henderson, Vice President
Carla Todd, Treasurer
Rob Stinson, Secretary

FINANCE

Carla Todd, chair
Brooke Shoultz, vice chair
Danny Hansen
Bill Holmes
Clay Wagner

Advisory Member

Donna Brown, Jackson County

MARKETING & CONVENTIONS/GROUP

SALES

Kim Fritz, chair
Rusty David
Mark Henderson
Richard Marsh
Rob Stinson

Advisory Members

Mike Davis, MHLA
Gloria Frey- MCCCC
Cynthia Sutton- OS Chamber/Tourism

AUDIT

Richard Marsh, chair
Mark Henderson
Nikki Moon
Jim Williams

DEVELOPMENT & GOVERNMENT

RELATIONS

Clay Wagner, chair
Bill Holmes
Richard Marsh

Advisory Member

Clay Williams- Airport
Susan Perkins, Restaurant Association

GOVERNANCE

Danny Hansen, chair
Brooke Shoultz
Kim Fritz

TOURISM ENGAGEMENT

Shirley Dane, chair
Rusty David
Bill Holmes
Rich Westfall

NOMINATIONS

Rusty David, chair
Shirley Dane
Clay Wagner