

COASTAL MISSISSIPPI BOARD MEETING

March 26, 2020

OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, March 26, 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; Danny Hansen; Kim Fritz; Rich Westfall

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

Commissioners absent: Rob Stinson

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; Cynthia Sutton, O.S. Chamber/Mainstreet/Tourism; Donna Brown, Gulf Hills Resort; Gloria Frey, MS Coast Coliseum & Convention Center; Larry Ahlgren, Gulf Island Waterpark; and Susan Perkins, Restaurant Association; Myrna Green, Hancock County; Linda Hornsby, Hotel & Lodging Association; Mike and Brandy Moore, Biloxi Shrimping Trip

President Moon called the meeting to Order.

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

1. Commissioner Chenoweth 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 --- A&E
Commissioner David	Voted --- Yes	Commissioner Shoultz	Voted --- No Vote
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 March 26, 2020.

2. Commissioner Hansen made the motion to accept the meeting minutes from the February 27, 2020 Coastal Mississippi Board Meeting 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 --- A&E
Commissioner David	Voted --- Yes	Commissioner Shoultz	Voted --- No Vote
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 March 26, 2020.

3. Commissioner Hansen made the motion to accept the meeting minutes from the March 4, 2020 Coastal Mississippi Special-Call Meeting 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 ---- A&E |
| Commissioner David | Voted ---- Yes | Commissioner Shoultz | Voted ---- No Vote |
| 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 March 26, 2020.
4. President's Report:
- Recognized and welcomed Advisory Members and Guests
 - Introduced new Commissioner: Brooke Shoultz
5. Coastal Mississippi CEO Report:
- Presented Monthly Report (attached)
6. Commissioner Holmes made the motion to amend the agenda by moving the Marketing Committee Report above the Finance Committee Report due to Marketing items related to Finance. 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 ---- A&E |
| Commissioner David | Voted ---- Yes | Commissioner Shoultz | Voted ---- No Vote |
| 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 March 26, 2020.
7. Commissioner Westfall gave a brief recap of the Marketing & Sales Committee Meeting with a presentation from Karen Conner and Erin Rosetti.
8. Commissioner Chenoweth made the motion to approve the Financial Statements as of February 29, 2020. Seconded by Commissioner David, 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 ---- A&E |
| Commissioner David | Voted ---- Yes | Commissioner Shoultz | Voted ---- No Vote |
| 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 March 26, 2020.
9. Commissioner Wagner made the motion to ratify the check/EFT disbursements totaling \$458,896.98. 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 ---- A&E |
| Commissioner David | Voted ---- Yes | Commissioner Shoultz | Voted ---- No Vote |
| 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 March 26, 2020.

10. Commissioner Wagner made the motion to ratify the expenses paid by credit card totaling \$7,899.48. 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 ---- A&E
Commissioner David	Voted ---- Yes	Commissioner Shoultz	Voted ---- No Vote
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 March 26, 2020.

11. Commissioner Westfall 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 ---- A&E
Commissioner David	Voted ---- Yes	Commissioner Shoultz	Voted ---- No Vote
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 March 26, 2020.

12. Commissioner Westfall 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 ---- A&E
Commissioner David	Voted ---- Yes	Commissioner Shoultz	Voted ---- No Vote
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 March 26, 2020.

13. Legal Counsel stated there was no official action taken in Closed Session and no need to go into Executive Session.

14. Commissioner Hansen made the motion to amend the budget recommended by the Finance Committee. 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 ---- A&E
Commissioner David	Voted ---- Yes	Commissioner Shoultz	Voted ---- No Vote
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 March 26, 2020.

15. Reminders

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

16. Commissioner Hansen 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 ---- A&E
Commissioner David	Voted ---- Yes	Commissioner Shoultz	Voted ---- No Vote
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 March 26, 2020.

COASTAL MISSISSIPPI Board of Commissioners Meeting

CEO REPORT March 2020

Milton Segarra, CDME
3.26.20

INDUSTRY / BUSINESS DEVELOPMENT

- Conference Call with Civitas
- Welcomed everyone to the Hospitality Workforce Summit
- Participated on Panel for Hospitality Workforce Summit
- Meeting with Mark Mayer with Peter Mayer Advertising
- Conference Calls with Peter Mayer Advertising: COVID-19 Concerns & Updates
- Conference Call with update to Rapiscan Systems Classic
- Conference Call with Destinations International: COVID-19 Update
- Virtual Panel with City Nation Place and Ketchum
- Conference Call with Sparkloft
- Conference Call with Fahlgren Mortine

COMMUNITY

- Speaker for the Biloxi Rotary Club
- Meeting with Clay Williams, Gulfport-Biloxi Airport
- Coastal Mississippi Tourism Industry Meeting- COVID-19 Concerns & Updates (2)
- Regional Huddle Conference Call with Paul Gavin

CITY - COUNTY - STATE

- Long Beach Board of Aldermen- Acceptance of Proclamation
- Pass Christian Board of Aldermen- Acceptance of Proclamation
- Conference Call with General Spraggins, DMR
- Call with Marlo Dorsey, Visit Hattiesburg
- Call with Representative Hank Zuber
- Meeting with Craig Ray, Visit Mississippi
- Conference Calls with Mississippi Tourism Association
- Meeting with Mayor Billy Hewes
- Meeting with President Moon and Supervisor Scotty Adam, Hancock County BOS President
- Conference Call: COVID-19 update from CDC

MEDIA

- WLOX: COVID-19
- WLOX: Coastal Mississippi Brand Anniversary
- Associated Press: 10th Anniversary of BP Oil Spill
- SuperTalk: Coastal Mississippi Brand Anniversary and tourism numbers
- Associated Press: BP Oil Spill Rebound and COVID-19
- WLOX Live: Effects of COVID-19 on Coastal Mississippi
- Rickey Mathews- Radio Interview
- MS Business Journal: Coastal Mississippi efforts during this time

CEO MONTHLY MEETINGS – March 2020



**THANK
YOU**

coastal
MISSISSIPPI
The Secret Coast