

COASTAL MISSISSIPPI BOARD MEETING
March 28, 2019
OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, March 28, 2019 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Richard Chenoweth, President; Nikki Moon, Vice President; Carla Todd, Treasurer; Mary Cracchiolo, Secretary; Bill Holmes, Immediate Past President; Dan Wittmann; Mark Henderson; Richard Marsh; Rusty David

Commissioners Present Via Phone: Clay Wagner, Danny Hansen, John Carter, Rich Westfall

Staff Members Present: Milton Segarra, CEO; Anna Roy, Public/Media Relations Manager; Cindy Jo Calvit, Executive Administrative Assistant; 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 Tourism; Mike Davis, IP Casino Resort & Spa and Sonja Gillis, Lynn Meadows Discovery Center; Myrna Green, Hancock County Tourism; Keith Wilson, Streetcar PR

President Chenoweth called the meeting to Order.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 28, 2019.

2. Commissioner Marsh made the motion to accept the minutes from the February 28, 2019 Visit Mississippi Gulf Coast Board Meeting as presented. Seconded by Commissioner David, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 28, 2019.

3. Commissioner Marsh made the motion to accept the minutes from the March 8, 2019 Visit Mississippi Gulf Coast Special-Call Meeting as presented. Seconded by Commissioner David, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Moon	Voted --- Yes
---------------------	---------------	-------------------	---------------

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 28, 2019.

4. President's Report:

- Recognized and welcomed Advisory Members and Guests
- Announced the Coastal Mississippi Board Meeting in July will be held on Wednesday, July 31, 2019

5. Coastal Mississippi CEO Report:

- Milton Segarra presented Monthly Report (attached)
- Presented the 2018 Tourism Economic Contribution Report by Visit Mississippi

6. Commissioner Marsh made the motion to approve the Financial Statements as of February 28, 2019.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 28, 2019.

7. Commissioner Holmes made the motion to ratify the check/EFT disbursements totaling \$597,213.66.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 28, 2019.

8. Commissioner Moon made the motion to ratify the expenses paid by credit card totaling \$9,967.63.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 28, 2019.

9. Commissioner Moon made the motion to approve the Group Incentive Request for the 2019 Conference USA Baseball Tournament being held May 22-26, 2019 up to \$20,000. Seconded by Commissioner Marsh, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 28, 2019.

Commissioner Henderson arrived and joined meeting.

10. Commissioner Westfall gave a brief recap of the Marketing & Sales Committee Meeting with updates from Zach Holifield, Leisure Sales; Janice Jefferson, Group and Convention Sales; Karen Conner, Marketing and Anna Roy, Public/Media Relations.

11. Commissioner Cracchiolo made the motion to approve the registrations of the Coastal Mississippi trademarks, service marks and tradenames. Seconded by Commissioner Marsh, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 28, 2019.

12. Public

- Myrna Green gave an update on Hancock County Tourism

13. Reminder

- Coastal Mississippi Monthly Board Meeting- April
Thursday, April 25, 2019 3:00pm – 4:30pm Coastal Mississippi Board Room

14. Commissioner Cracchiolo made the motion to adjourn the meeting. Seconded by Commissioner Todd, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 28, 2019.

COASTAL MISSISSIPPI
Board of Commissioners Meeting

CEO REPORT
March 2019

Milton Segarra, CDME
3.28.19



CITY AND COUNTY

- Hancock County BOS- Amtrak Railroad Project
- Bay St. Louis City Council- Amtrak Railroad Project
- Meeting with Mayor FoFo Gilich
- Meeting with Mayor Billy Hewes
- Bill Lavers Harrison County Development Commission

MEDIA

- WLOX and The Sun Herald new brand preview meeting
- WXXV - Fox News Interview- New Brand
- WLOX Good Morning Mississippi interviews (2)
- Doug and Dave Show- New Brand
- MS Business Journal- New Brand interview
- SuperTalk Mississippi- New Brand (2 shows)
- MPB News interview, New Brand
- WLOX and The Sun Herald new brand community outreach

COMMUNITY

- Biloxi Shuckers- General Manager and Director of Sales
- Gulf Coast Community Foundation- Rodger Wilder
- Emerge Pascagoula Presentation
- Hancock Whitney Partner Dinner - Rapiscan Classic

INDUSTRY / BUSINESS DEVELOPMENT

- Coastal Mississippi Brand Launch Event
- GC Gaming Leadership Meetings
- Mississippi Hotel and Lodging Association
- Professional Convention Management Association (PCMA)
- Mississippi Coast Coliseum & Convention Center BOD Meeting
- Hilton Garden Inn - Pascagoula, Tammy Moore
- GC Golf Association meeting (Russ Bloom and Kenny Hughes)

CEO MONTHLY MEETINGS - March 2019



COASTAL MISSISSIPPI
2018 TOURISM ECONOMIC CONTRIBUTION REPORT
By VISIT MISSISSIPPI

Economic Indicator	State of Mississippi	Coastal Mississippi	Coastal Mississippi Share
Visitors Expenditures	\$6.51B	\$2.12B	32.6%
Total Taxes	\$665.1MM	\$237.5MM	35.7%
Jobs	89,610	28,200	31.5%
Capital Investments	\$246MM	\$103MM	41.9%



**THANK
YOU**

