

COASTAL MISSISSIPPI BOARD MEETING
May 30, 2019
OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, May 30, 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; Mary Cracchiolo, Secretary; Bill Holmes, Immediate Past President; Clay Wagner; Danny Hansen; Mark Henderson; Rich Westfall; Richard Marsh; Rob Stinson; Rusty David

Commissioners Absent: Carla Todd, Treasurer; Dan Wittmann; John Carter

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: Clay Williams, Gulfport-Biloxi Regional Airport Authority; Gloria Frey, Mississippi Coast Coliseum and Convention Center and Mike Davis, IP Casino Resort & Spa; Myrna Green, Hancock County Tourism; Keith Wilson, Streetcar PR and Joyce Philippe, WLOX

President Chenoweth called the meeting to Order.

1. Commissioner Hansen made the motion to accept the agenda 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 Cracchiolo	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wittmann	Voted ---- A&E
Commissioner Marsh	Voted ---- Yes		

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

2. Commissioner Moon made the motion to accept the minutes from the April 25, 2019 Coastal Mississippi Board Meeting as presented. Seconded by Commissioner Cracchiolo, the president called the question, with the following results:

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

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

3. President's Report:

- Recognized and welcomed Advisory Members and Guests

- Introduced newest appointed Commissioner- Rob Stinson, Owner of GCR Holders (Salute, The Reef, Skye Realty, Catering/Creations)- fulfilling unexpired term of LuAnn Pappas
- Welcomed Ashley Edwards, President and CEO of the Gulf Coast Business Council

4. Coastal Mississippi CEO Report:

- Presented Monthly Report (attached)
- Ashley Edwards- State of the Coast Economy Presentation (attached)

Commissioner Mary Cracchiolo left meeting

5. Commissioner Marsh made the motion to approve the Financial Statements as of April 30, 2019. Seconded by Commissioner Hansen, the president called the question, with the following results:

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

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

6. Commissioner Hansen made the motion to ratify both the check/EFT disbursements totaling \$454,114.01 and expenses paid by credit card totaling \$7847.26. Seconded by Commissioner Marsh, the president called the question, with the following results:

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

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

7. Commissioner Marsh made the motion to approve the Group Incentive Request for the 2020 5LinX Training Event being held April 27, 2020 – May 2, 2020 up to \$5,000. Seconded by Commissioner Wagner, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 30, 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 Zach Holifield, Leisure Business Development.

9. Clay Williams gave update on Gulfport-Biloxi Airport Business.

President Chenoweth left meeting. Vice President Moon continued meeting.

10. Commissioner Wagner made the motion to enter into Closed Session to discuss the need to enter into Executive Session. Seconded by Commissioner Henderson, the president called the question, with the following results:

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

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

11. Commissioner Holmes made the motion to reconvene from Closed Session. Seconded by Commissioner Wagner, the president called the question, with the following results:

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

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

12. Commissioner Wagner made the motion to enter into Executive Session to discuss Personnel and Job Performance as related to organizational restructuring. Seconded by Commissioner Henderson, the president called the question, with the following results:

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

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

13. Commissioner Wagner 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 Moon	Voted ---- Acting President
Commissioner Cracchiolo	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Wittmann	Voted ---- A&E
Commissioner Marsh	Voted ---- Yes		

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

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

15. Commissioner Marsh made the motion to accept the organizational restructuring of Coastal Mississippi as presented. Seconded by Commissioner Holmes, the president called the question, with the following results:

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

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

16. Reminder

- Coastal Mississippi Monthly Board Meeting- June
Thursday, June 27, 2019 3:00pm – 4:30pm Coastal Mississippi Board Room

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

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

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

WELCOME!

**COASTAL MISSISSIPPI
BOARD OF COMMISSIONERS MEETING
May 30, 2019**



**COASTAL MISSISSIPPI
Board of Commissioners Meeting**

**CEO REPORT
May 2019**

**Milton Segarra, CDME
5.30.19**



CITY - COUNTY - STATE

- Harrison County Board of Supervisors- Presentation
- Bonnet Carre Spillway- Mayors Meeting
- Tourism Development Grant Review Committee
- Bonnet Carre Spillway- Governor Bryant Special Mtg

MEDIA

- Doug and Dave Show- National Travel & Tourism Week
- WGSO- Wine, Dine & Spirits Show- Radio Remote

COMMUNITY

- MS Gulf Coast Marathon Partnership- 2019 Edition Mtg
- MDMR 2019 State of the Coast
- Biloxi Rotary Club- Presentation
- Cruisin' The Coast- 2019 Planning Meeting
- James Skrmetta, Gulf Coast Research Lab
- Mississippi Power- Presentation
- Hancock County Chamber of Commerce Power Hour
- Infinity Science Center Board of Directors Meeting

INDUSTRY / BUSINESS DEVELOPMENT

- Roy Anderson, III and Nick Vlahos- Broadwater Property
- Southern Gaming Summit Panelist
- Development Master Plan Committee (2)
- MTA Board Meeting and Retreat
- Scott DeLano
- Mississippi Gulf Coast Chamber- Post Legislative Briefing

CEO MONTHLY MEETINGS - May 2019



GULF COAST RESTORATION ACT REQUIREMENTS VALIDATION PROCESS

PRIORITY CHECK-LIST

- Sustainability
- KPI's
- Partnerships
- Collaboration
- Timelines
- Enhancement of Quality of Life
- Enhancement of Regional Assets
- ROI

COASTAL MISSISSIPPI

- Agents of Change
- Conduit
- Paramount to Tourism Industry
- Leader in Economic Growth
- Vital Link/Community Connection
- Distributor of Economic Impact Throughout Coast



Coastal Mississippi: The Secret Coast - 5.29.19

MDA GRANT PROJECT PROPOSALS 2019				
BP Funding Priority Checklist	Special Events Funds Bucket	Strategic Partnerships/OTA Promotions	Coastwide Sports Multi-Plex	Coastal Beautification
Overview	Grow Existing Events, Bring New Promoters, Create Signature Events	Using strategic partnerships like Expedia Group to grow visitation and market destination.	Multi-plex to be managed by Coastal MS used as Revenue Source	In addition to beach beautification, the project implements crosswalk caution lights and labeled signage to designate safe passing and destination information areas for visitors, activities promoting wellness such as bike rentals and exercise equipment, as well water stations and pavilions with showers to afford visitors with essential amenities.
Sustainability	Growth will continue if held annually	We educate the hotels. Continue their own programs without the co-op. After 2-3 years we have identified which tools by intention to travel	Multi-plex can be maintained and used for many years with only maintenance costs associated.	Adding longevity to assets currently in place. Enhancing experience for visitors and locals. Safety reinforcement of Highway 90.
KPIs	Tangible Metrics & Results Such as Attendance	Instant from Digital	Measured in attendance, usage and revenue.	Comparable number of traffic incidents. Attractions added such as biking. Are they using?
Partnerships & Collaboration	Creates new and deepend synergy within & outside region	Use current partners as case studies. IP Casino, South Beach Hotel	In partnership with City of Gulfport or City of D'Iberville.	Business on Highway 90. Cities, counties and municipality.
Timeliness	Consideration of shoulder seasons and opportunities to extend overnight stays	Immediate ROI, Digital, Brings Consumer in immediately to stimulate the economy.	To compete with other destinations that are building and utilizing sports complexes to attract visitors.	Enhancing our competitive edge with other destinations to attract Adventure based and experiential travelers.
Enhancement of Quality of Life	Locals attend. Attract visitors to area to spend on local vendors.	Rooms, Restaurants, Attractions are full. Supporting jobs and stimulating economy for Coast and Mississippi.	Offers a safe and comfortable experience to the visitor and locals can also take advantage of the facilities for recreation.	For visitors and locals to enjoy.
Enhancement of Regional Assets	Industry, research, environment Raise awareness; attract potential investors	If hotels, attractions, restaurants are full, they can use profit money to enhance infrastructure and curb appeal.	Beautification of area around multiplex and within. Curb appeal.	Beautification of scenic Highway 90
ROI	Measurable return. Economic Impact Calculator.	Yes, case study examples from partners and digital results from campaigns.	Measurable through attendance, number of events and revenue.	New businesses along beach highway. Attracting new investors. Creating sense of accessibility. Enhances the aesthetic of the destinations.

**THANK
YOU**



State of the Coast Economy

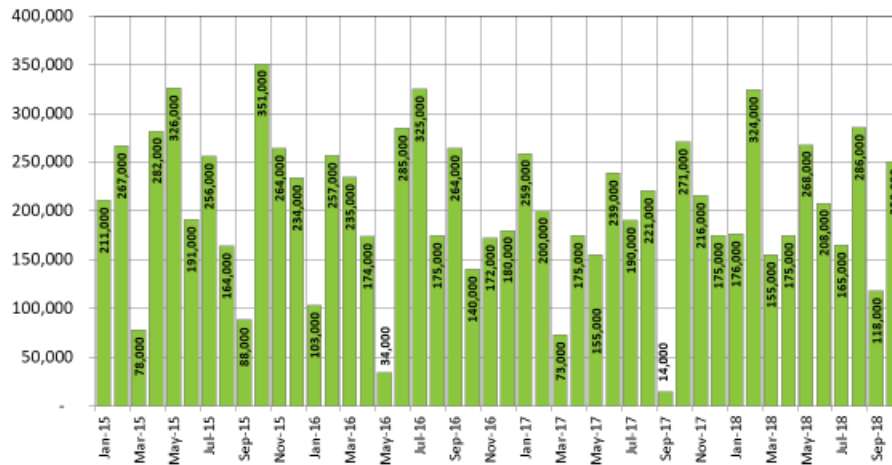
ASHLEY EDWARDS
PRESIDENT AND CEO
GULF COAST BUSINESS COUNCIL

May 21, 2019

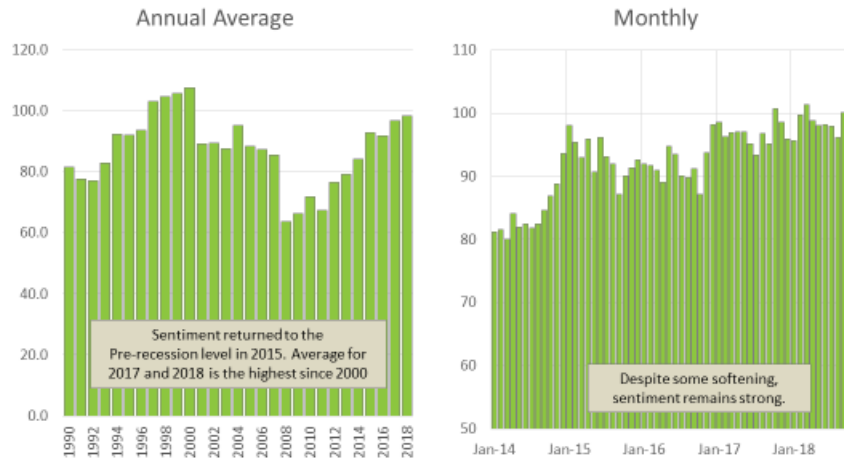


US Jobs Added By Month

Average Monthly Job gains for 2017 was 182K; down slightly from 2016 (195K) and 2015 (226k).
Average monthly gain for 2018 is 207K. The growth trend remains solid.



US Consumer Sentiment

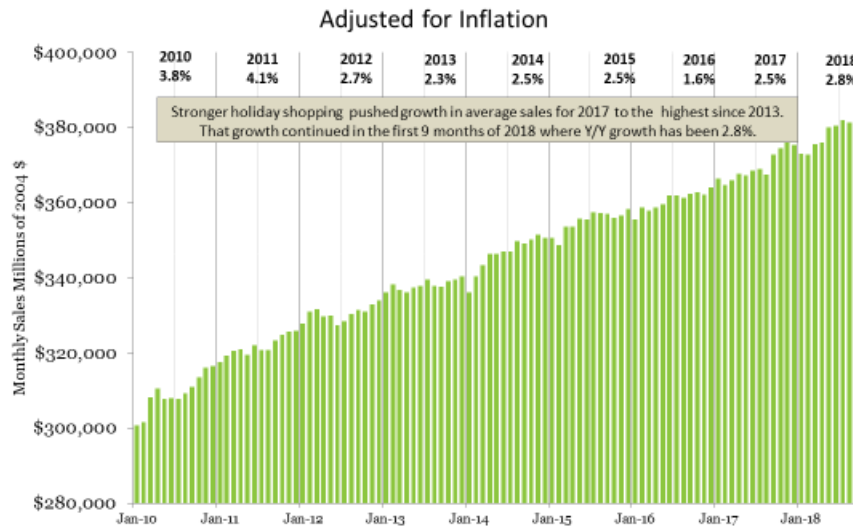


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Real US Retail Sales



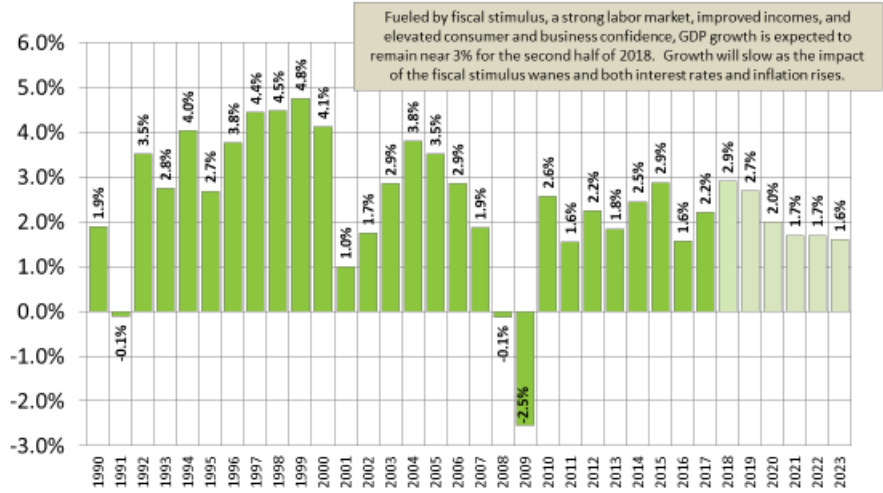
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Growth In Real US GDP

Historical and IHS Markit Baseline Projections

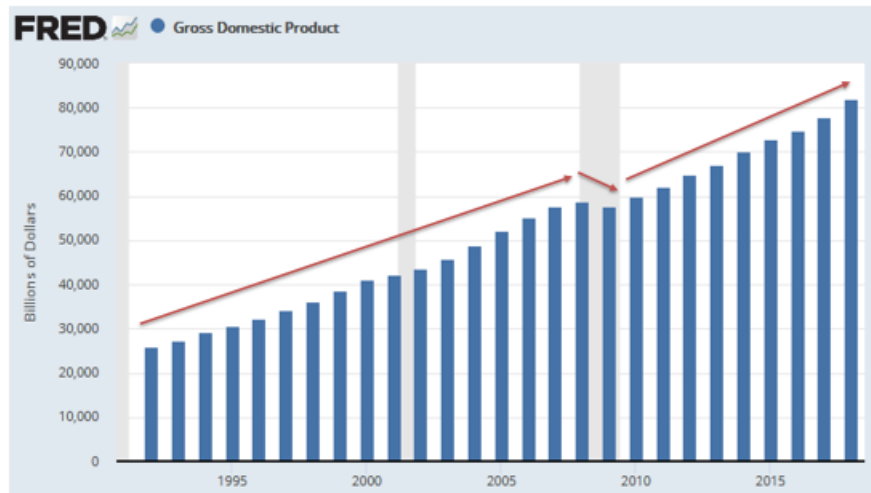


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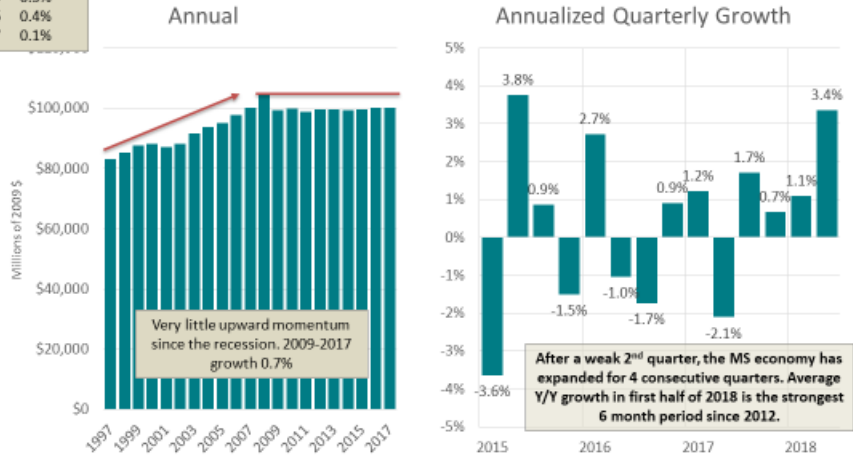
5

Real GDP for US



Annual Growth:	
2008	4.2%
2009	-4.7%
2010	0.5%
2011	-1.3%
2012	0.9%
2013	0.0%
2014	-0.2%
2015	0.3%
2016	0.4%
2017	0.1%

Real GDP for Mississippi

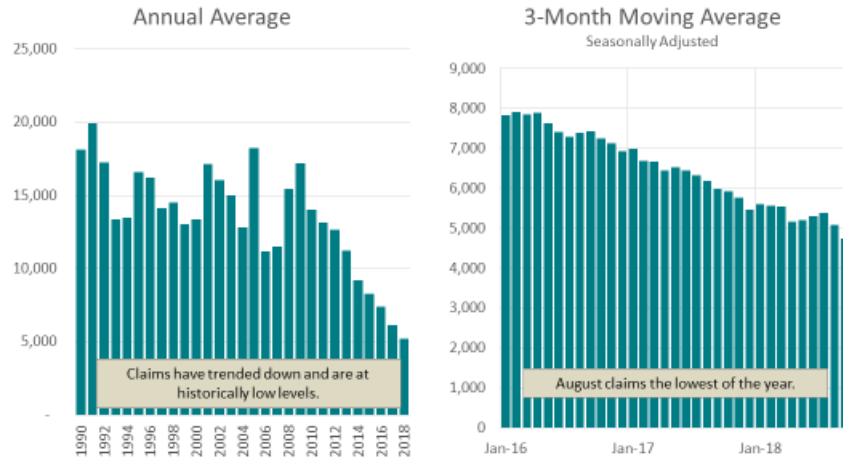


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MS Initial Unemployment Claims

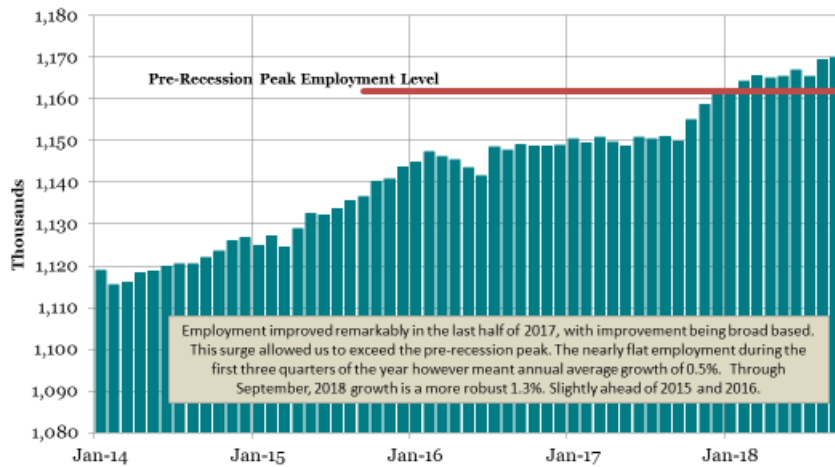


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Nonfarm Employment in MS



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Total Personal Income, MS

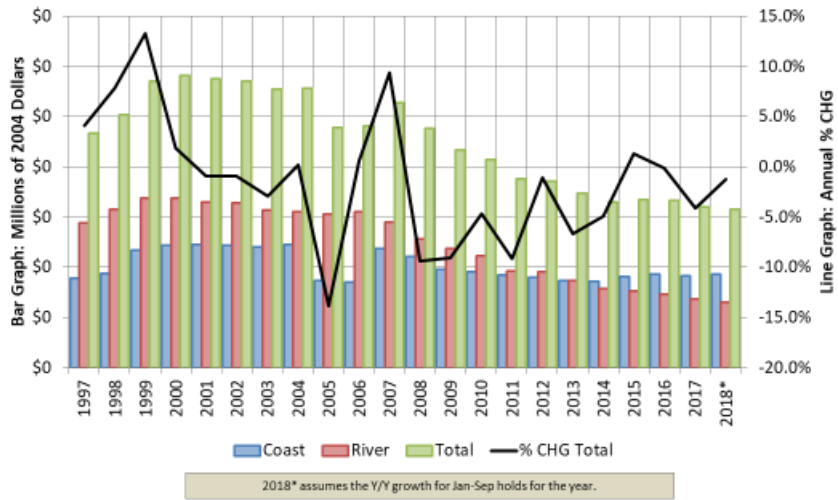


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MS Gaming Revenue

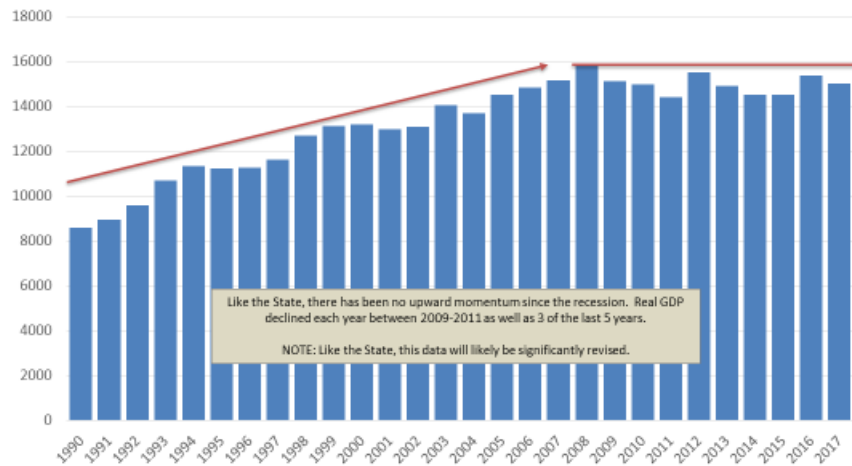


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Real GDP for Coast MSA

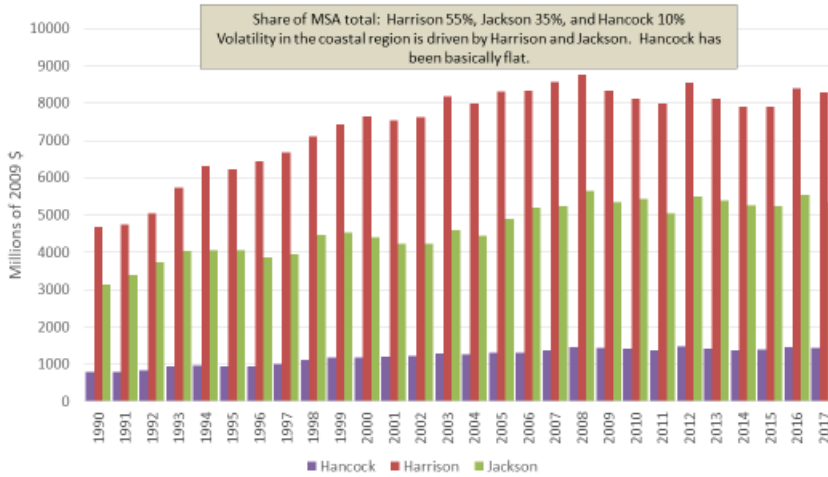


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Real GDP in Coast Counties



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Post-Recession Performance (Coast) 2010-2017

	Hancock	Harrison	Jackson	Coast MSA
Real GDP	1.0%	2.0%	-2.1%	0.4%
Employment	-4.3%	3.6%	-6.1%	-0.5%
Real Personal Income	0.3%	7.8%	-0.1%	4.0%
Population	6.6%	9.0%	1.9%	6.1%
Per Capita Income, 2017	\$33,330	\$36,118	\$35,387	\$35,521
Labor Force Participation, 2017	50.7%	62.3%	63.0%	61.1%
% of Population in Poverty, 2017	15.9%	19.8%	13.8%	17.1%

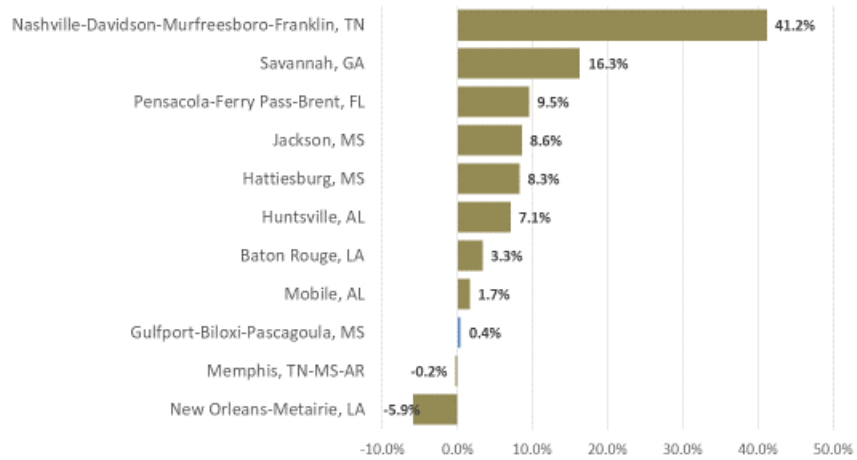
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Post-Recession Growth (GDP)

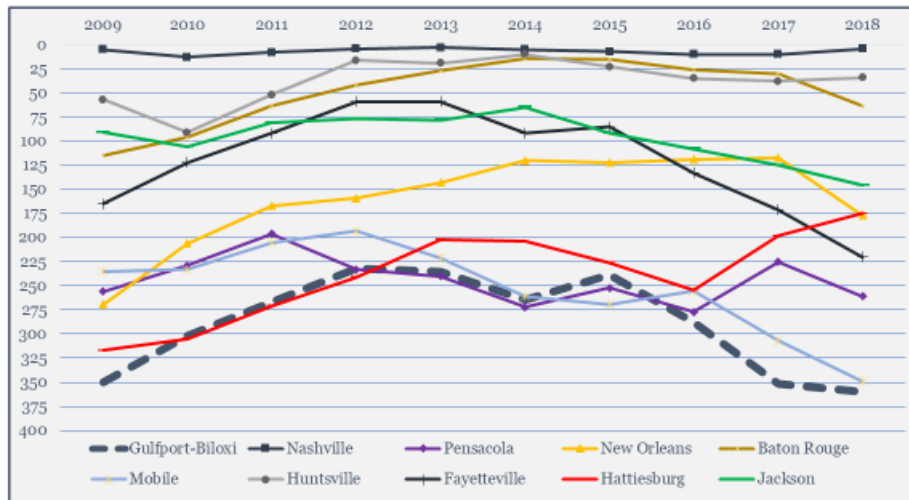
Real GDP Growth 2010-2017



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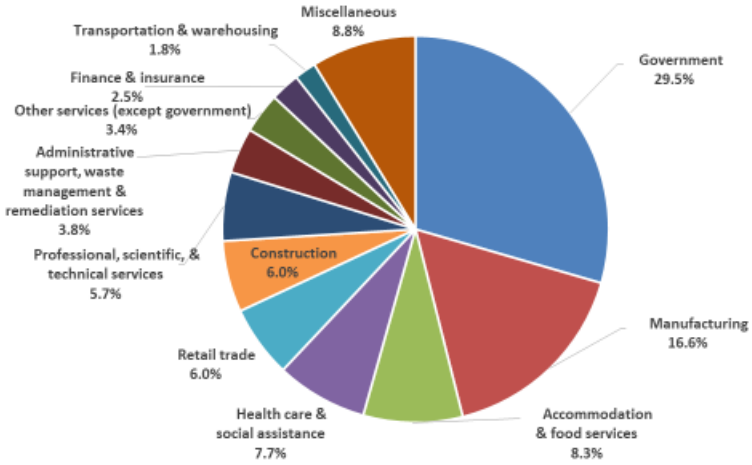
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ECONOMIC STRENGTH RANKINGS

Nonfarm Earnings on the Coast

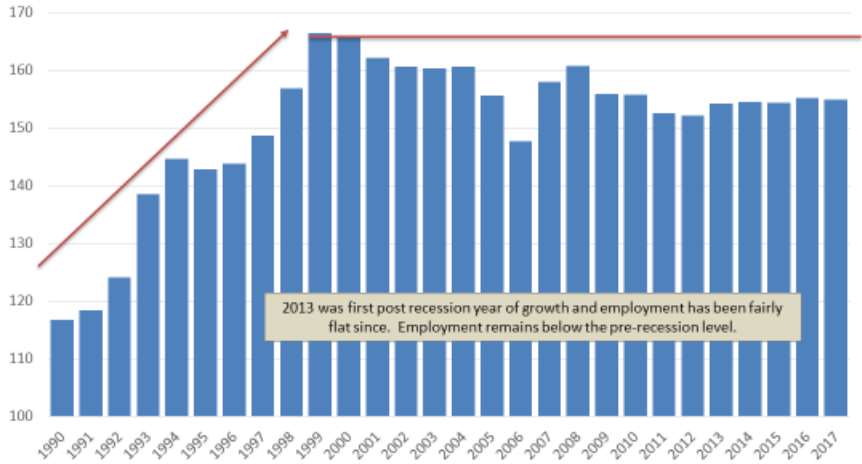


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Employment for Coast MSA

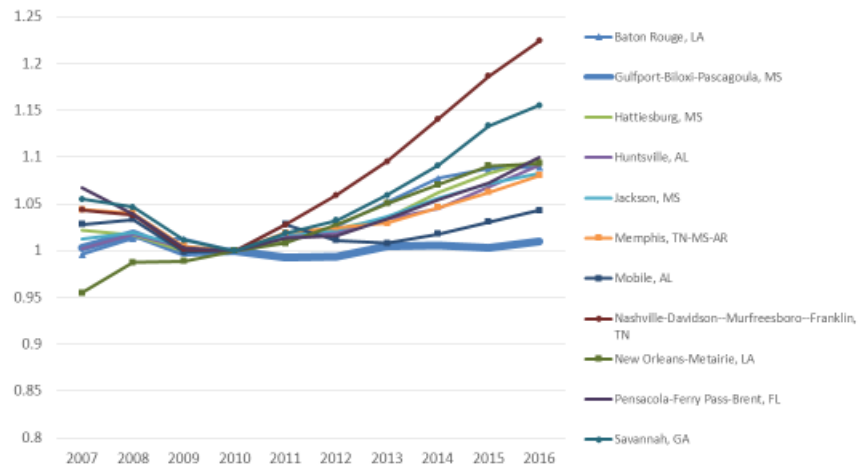


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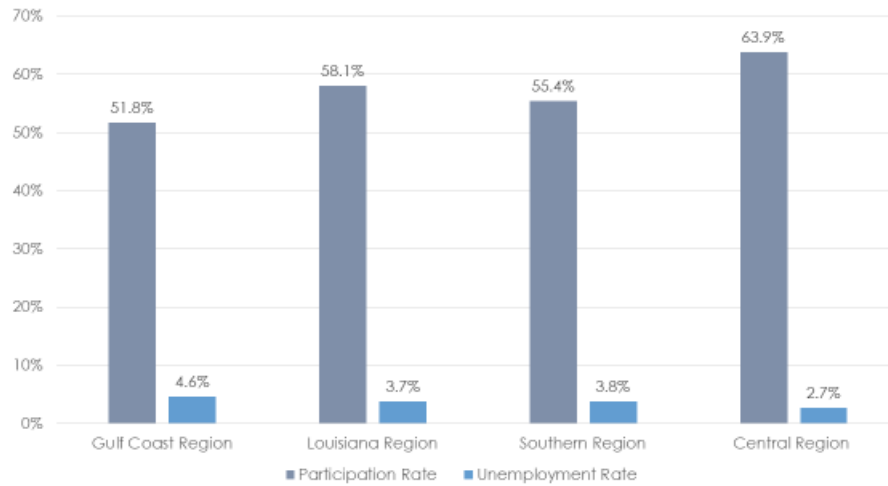
Total Employment Indexed to 2010



November 2018

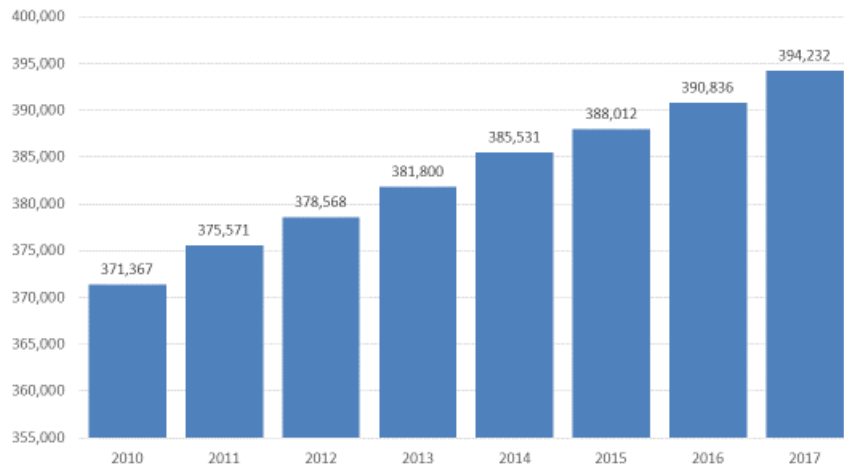
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WORKFORCE & UNEMPLOYMENT (2017)

Population, Coast MSA

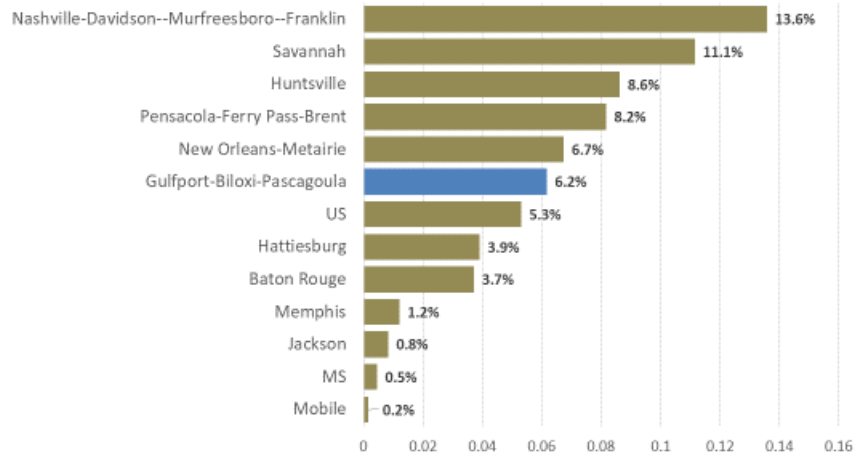


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Post-Recession Growth Population 2010-2017



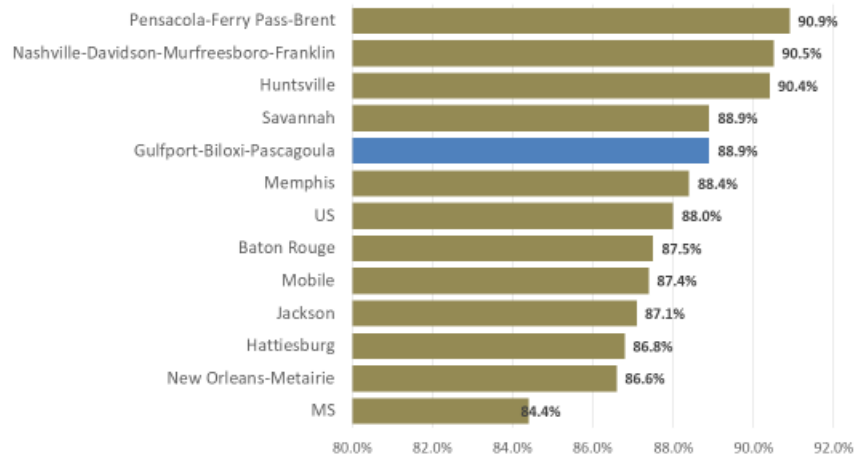
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Education Attainment: H.S. or Higher

Percentage of Pop. 25+ with at least a High School Diploma or the equivalent



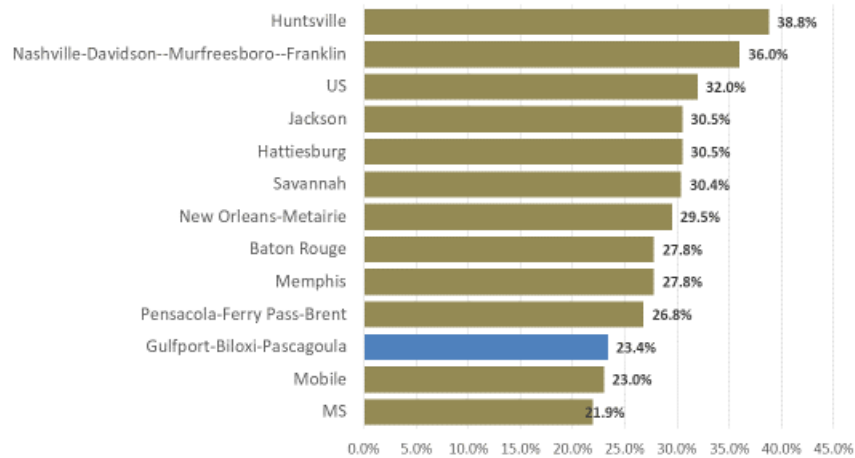
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Education Attainment: B.S. or Higher

Percentage of Pop. 25+ with at least a Bachelors degree

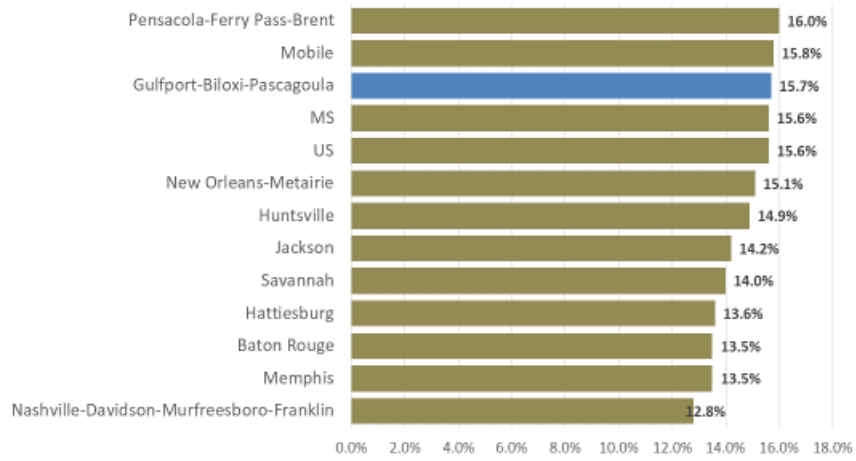


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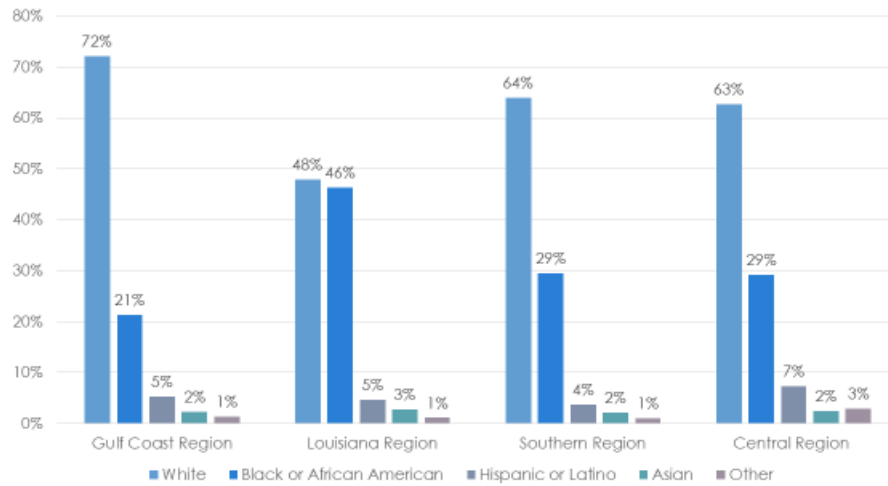
Percentage of Population 65+, 2017



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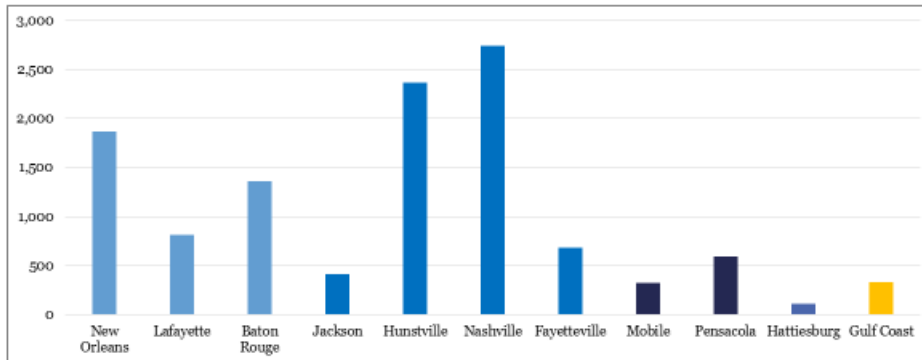


RACE & ETHNICITY (2016)

MSA	Occupation Diversity Ranking
Huntsville, AL	7
Baton Rouge, LA	92
Nashville-Davidson--Murfreesboro--Franklin, TN	106
Jackson, MS	118
Mobile, AL	187
Lafayette, LA	189
Pensacola-Ferry Pass-Brent, FL	235
New Orleans-Metairie, LA	256
Fayetteville-Springdale-Rogers, AR-MO	296
Gulfport-Biloxi-Pascagoula, MS	333
Hattiesburg, MS	339

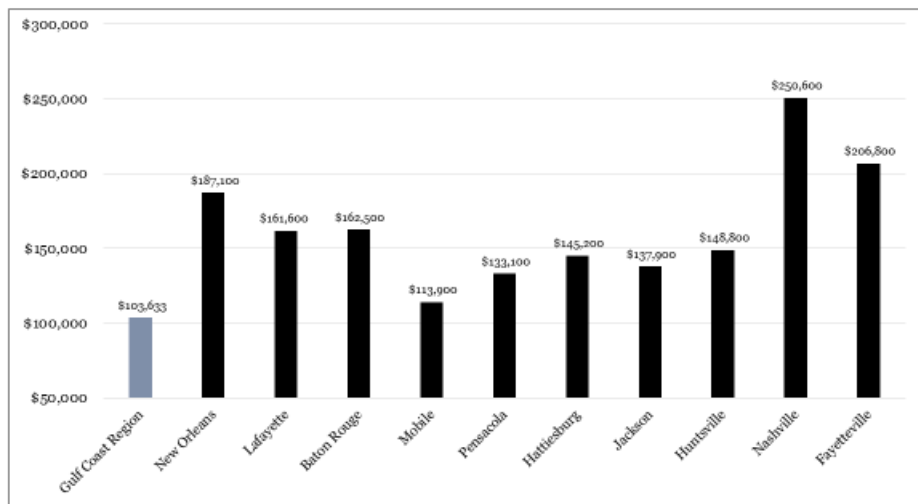
OCCUPATION DIVERSITY (2017)

PATENTS PER CAPITA



MSA	Cost of Living
Gulfport-Biloxi-Pascagoula, MS	87.1
Hattiesburg, MS	89.7
Mobile, AL	90.8
Lafayette, LA	92.8
Fayetteville-Springdale-Rogers, AR-MO	94.6
Nashville-Davidson-Murfreesboro-Franklin, TN	95.9
Huntsville, AL	96.8
Baton Rouge, LA	99.3
New Orleans-Metairie, LA	100.4
Pensacola-Ferry Pass-Brent, FL	100.9

COST OF LIVING (2018)



MEDIAN HOME PRICE (2018)

Coast Economic Observations

MS University Research Center, IHL



The Coast has lacked economic momentum since the recession, but recent years show slightly improving trends.



Relative to other regional MSA's the Coast has a relatively low L.F. participation rate and higher concentration of population over 65 years of age.



The Coast has a relatively high dependency on government for earnings and transfer payments.



While the High School attainment is relatively strong, the college level attainment is low on the Coast. This is an important area for improvement.



High growth MSA's have a large, relatively diverse, highly skilled labor force – a worthy ongoing goal for the Coast.



Population growth has been relatively strong on the Coast and some regions within the MSA are experiencing stronger growth.

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Thank You!

Ashley Edwards
President and CEO
Gulf Coast Business Council
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