

COASTAL MISSISSIPPI BOARD MEETING- DECEMBER 2020

December 17, 2020

OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, December 17, 2020 at 3:00 p.m. at the Mississippi Coast Convention Center located at 2350 Beach Blvd., Biloxi, MS 39531

Commissioners Present: Mary Cracchiolo Spain, President; Rob Stinson, Secretary; Bill Holmes; Brooke Shoultz; Clay Wagner (phone), Danny Hansen; Jim Williams; Kim Fritz; Nikki Moon; Rich Westfall; Richard Marsh; Rusty David; Shirley Dane (via phone)

Commissioners Absent: Mark Henderson, Vice President; Carla Todd, Treasurer

Staff Members Present: Milton Segarra, CEO; Cindy Jo Calvit, Executive Administrative Assistant; Erin Rosetti, Director of Communications and Engagement (via phone); Karen Conner, Director of Marketing; Pam Tomasovsky, Director of Finance; Zach Holifield, Director of Leisure Business Development

Others Present: Hugh Keating, Legal Counsel; Advisory Members: Cynthia Sutton, Ocean Springs Chamber of Commerce (via phone) and Mike Davis, IP Casino Resort Spa

President Cracchiolo Spain called the meeting to Order.

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

Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shoultz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

2. Commissioner Hansen made the motion to accept the meeting minutes from the November 19, 2020 Coastal Mississippi Board Meeting as presented. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shoultz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

3. Commissioner Hansen made the motion to accept the Special Call meeting minutes from the December 3, 2020 Coastal Mississippi Board Meeting as presented. Seconded by Commissioner David, the president called the question, with the following results:

Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shoultz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- A&E

Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

4. President's Report:

- Recognized and welcomed Advisory Members and Guests

5. Coastal Mississippi CEO Report:

- Presented Monthly Report (attached)

6. Mississippi Gulf Coast Marathon Update was given by Craig Sweeney

7. Commissioner Stinson made the motion to approve the Financial Statements as of November 30, 2020.

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

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 ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

8. Commissioner Marsh made the motion to ratify the check/EFT disbursements on Operating Account totaling \$189,920.79. Seconded by Commissioner Holmes, the president called the question, with the following results:

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 ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- YES
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

9. Commissioner Marsh made the motion to ratify the check/EFT disbursements on the Grant Account totaling \$1,295,406.69. Seconded by Commissioner Fritz, the president called the question, with the following results:

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 ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

10. Commissioner Holmes made the motion to ratify the expenses paid by credit card totaling \$8,587.97.

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

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 ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

11. Commissioner Hansen made the motion to reallocate the following TRF Funds in the amount of \$61,700 from current budget categories:

- \$10,000 Expedia Co-Op with Visit Mississippi
- \$4,000 Media FAM Tours
- \$44,000 Salaries
- \$3,700 Interest Earned

to the following budget categories:

- \$17,900.09 Sparkloft Hurricane Zeta Reshoot
- \$33,717 Peter Mayer Contingency/Hard Cost
- \$10,000 Research- USM Study (Distribution List)

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

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 ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

12. Commissioner Marsh made the motion to approve the reallocation of the TRF Funds of \$60,000 from the Samantha Brown Project under *Paid Media Opportunities Focused on Recovery* by using the special procedure authorizing Coastal Mississippi's CEO and Board President to make amendments to the TRF Budget, \$75,000 or under, subject to approval by the Marketing Committee and Finance Committee that was approved in the September 2020 Board Meeting (attached). This motion also includes ratification and reaffirmation of the process mentioned above and bringing the reallocation of the \$60,000 back to the Board for approval and ratification next month. Seconded by Commissioner Stinson, the president called the question, with the following results:

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 ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

13. Commissioner Dane gave a brief recap of the Tourism Engagement Committee Meeting and Erin Rosetti presented the Coast Champion Program.

14. Commissioner Fritz gave a brief recap of the Marketing & Sales Committee Meeting.

15. Commissioner Stinson made the motion to approve the Group Incentive Request for the WBC Green Belt South Tournament in February 2021 for \$10,150.00. Seconded by Commissioner Marsh, the president called the question, with the following results:

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 ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

16. Commissioner Westfall made the motion to approve the Group Incentive Request for the Braves Cares-Growing the Game Tournament in March 2021 for \$4,000. Seconded by Commissioner Hansen, the president called the question, with the following results:

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 ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

17. Commissioner Moon made the motion to approve the Group Incentive Request for the GBL- Mississippi Coast Summer Finale in July 2021 for \$2,500.00. Seconded by Commissioner Williams, the president called the question, with the following results:

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 ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

18. Commissioner Fritz made the motion for reconsideration of the Group Incentive Request for the GBL- Mississippi Coast Summer Finale due to location. Seconded by Commissioner Stinson, the president called the question, with the following results:

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 ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

19. Commissioner Fritz made the motion to refer the Group Incentive Request for the GBL- Mississippi Coast Summer Finale back to the Marketing and Sales Committee for reconsideration due to location. Seconded by Commissioner Westfall, the president called the question, with the following results:

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 ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

20. Commissioner Hansen made the motion to approve the Meetings and Conventions portion of the Peter Mayer Media Plan for January – September 2021 as presented. Seconded by Commissioner Westfall, the president called the question, with the following results:

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 --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

21. Commissioner Williams made the motion to amend the Meetings and Conventions portion of the Peter Mayer Media Plan for January – September 2021 and return next month with an adjusted approach to the paid media search. Seconded by Commissioner Stinson, the president called the question, with the following results:

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 --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

22. Commissioner Hansen made the motion to approve the Resolution authorizing the creation of the Tourism Engagement Committee as presented (attached). Seconded by Commissioner Westfall, the president called the question, with the following results:

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 --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

23. Commissioner Williams asked to have corrections made to the Coastal Mississippi Board Meeting Minutes from November 2, 2020 due to his votes being recorded incorrectly. Commissioner Williams voted in opposition of Item #14, Item #16 and Item #17; however, it was mistakenly recorded as him voting yes.

14. Commissioner Stinson made the motion to approve the Resolution creating the Coastal Mississippi Executive Committee as presented (attached). Seconded by Commissioner Holmes, the president called the question, with the following results:

<i>Commissioner Dane</i>	<i>Voted --- Yes</i>	<i>Commissioner Moon</i>	<i>Voted --- Opposed</i>
<i>Commissioner David</i>	<i>Voted --- A&E</i>	<i>Commissioner Stinson</i>	<i>Voted --- Yes</i>
<i>Commissioner Fritz</i>	<i>Voted --- Yes</i>	<i>Commissioner Shultz</i>	<i>Voted --- Yes</i>
<i>Commissioner Hansen</i>	<i>Voted --- A&E</i>	<i>Commissioner Todd</i>	<i>Voted --- A&E</i>
<i>Commissioner Henderson</i>	<i>Voted --- Yes</i>	<i>Commissioner Wagner</i>	<i>Voted --- Opposed</i>
<i>Commissioner Holmes</i>	<i>Voted --- Yes</i>	<i>Commissioner Westfall</i>	<i>Voted --- Opposed</i>
<i>Commissioner Marsh</i>	<i>Voted --- Yes</i>	<i>Commissioner Williams</i>	<i>Voted --- Yes (Opposed)</i>

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted November 2, 2020.

16. Commissioner Henderson made the motion to amend the Executive Committee Charter with the following changes to Responsibilities:

- a. Replace "Personnel Issues" with "Personnel Matters" in Section #1
- b. Include "but excluding day to day management decisions of the Chief Executive Officer." in Section #1
- c. Delete the parenthetical phrase in Section #3

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

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Opposed
Commissioner David	Voted --- A&E	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- A&E	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Opposed
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Opposed
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes (Opposed)

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted November 2, 2020.

17. Commissioner Shoultz made the motion to approve the Executive Committee Charter with amendments (attached). Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Opposed
Commissioner David	Voted --- A&E	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- A&E	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Opposed
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Opposed
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes (Opposed)

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted November 2, 2020.

24. Commissioner Marsh made the motion to not renew the prior Mississippi Gulf Coast Regional Convention and Visitors Bureau trademark of "Stay Awhile, You'll Get It". Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

25. Commissioner Stinson made the motion to amend the agenda by adding two items to New Business: (1) Trademarks for "Coastal Mississippi"; "Coastal Mississippi, The Secret Coast" and "The Secret Coast" and (2) Sherman's Travel Insertion Order. Seconded by Commissioner Fritz, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Shoultz	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Williams	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

26. Commissioner Stinson made the motion for Legal Counsel to move forward with the paperwork trademarking "Coastal Mississippi"; "Coastal Mississippi, The Secret Coast" and "The Secret Coast".

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

Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shoultz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

27. Commissioner Stinson made the motion to approve the Sherman's Travel Insertion Order for Internet Advertising subject to changing the "laws of the State of New York" to the "laws of the State of Mississippi" (attached). Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shoultz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted December 17, 2020.

28. Reminders

- Coastal Mississippi Monthly Board Meeting- January 2021
Thursday, January 28, 2020 3:00pm – 4:30pm MS Coast Convention Center

29. President Cracchiolo Spain adjourned the meeting at 5:01pm.

CEO REPORT

December 2020

Milton Segarra, CDME
12.17.20



INDUSTRY / BUSINESS DEVELOPMENT

- Meeting with MS Veteran's Association- Event in 2021
- Call with Bruce Nierenburg- Gulf Coast Cruise Project Update
- Destinations International
 - Board Meeting
 - CEO Summit
 - Global Leadership Committee

CITY - COUNTY - STATE

- MTA Governor's Conference- Attended and Panelist
- Call with Visit Mississippi- Visit Mississippi Winter Campaign
- City of Gulfport- Mayor's Annual Business Update

MEDIA

- WLOX Live- MTA Governor's Conference Update



CEO MONTHLY MEETINGS – December 2020



U.S. & Mississippi Hotel Performance Review

Jennifer Foster | BD Destinations

jfoster@str.com

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The world's largest hotel performance sample



over
35 years
of expertise



Data from
180 countries



68,000
Hotels



9.1 million
Rooms

YTD Results Not Getting Worse (Or Better)

Total US, YTD October 2020

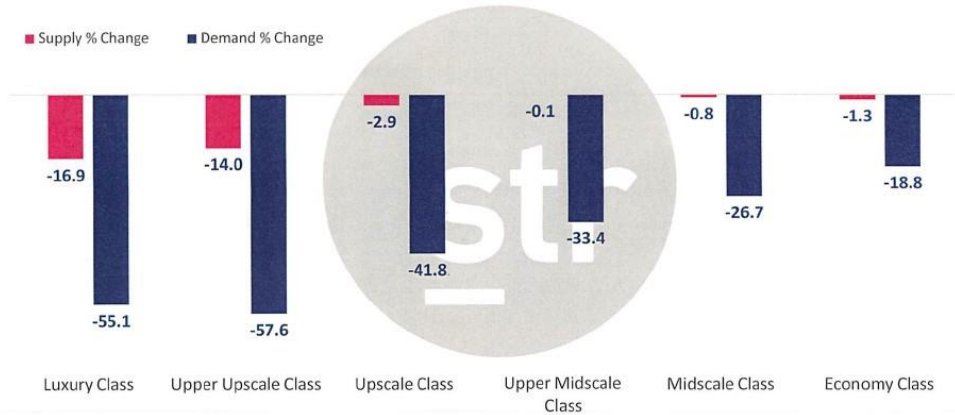


		% Change
Room Supply		-3.9%
Room Demand		-35.9%
Occupancy	45.2%	-33.2%
ADR	\$105	-20.3%
RevPAR	\$48	-46.8%
Room Revenue		-48.9%

Source: STR, 2020 © CoStar Realty Information, Inc. 5

Class: Lower End With Almost No Closures

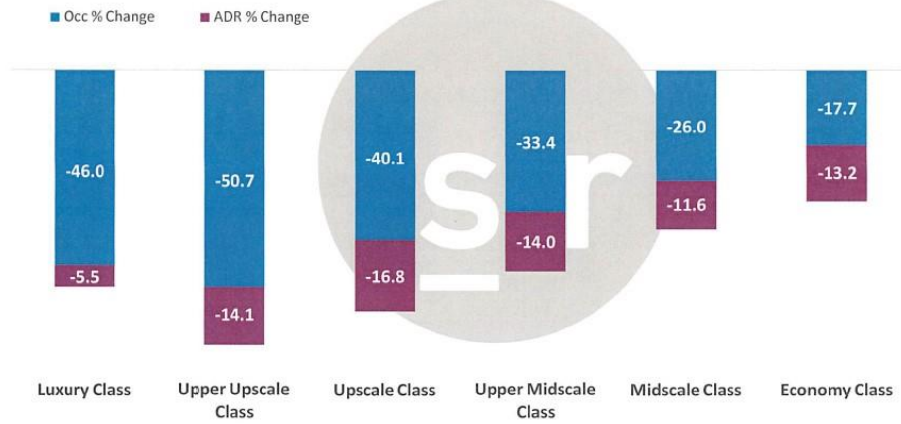
YTD October 2020



Source: STR, 2020 © CoStar Realty Information, Inc. 13

Class: Lower End With Smallest Declines

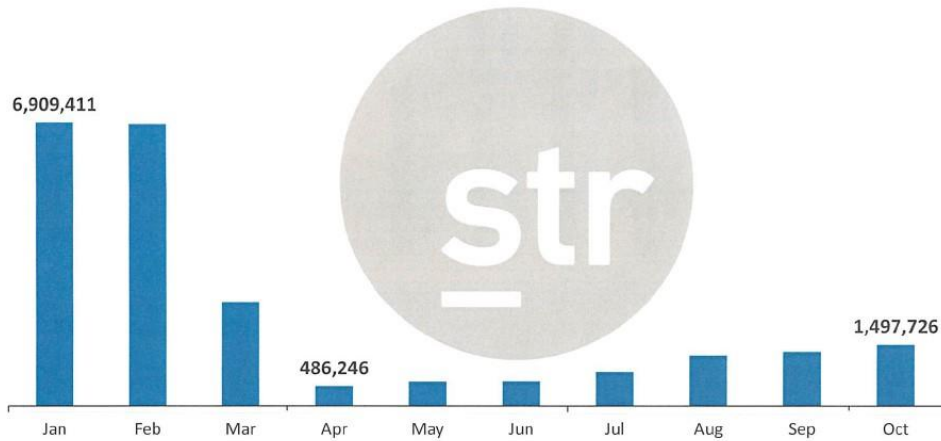
YTD October 2020



Source: STR, 2020 © CoStar Realty Information, Inc. 14

Group Demand Starts The Long, Slow Climb Back

Group Rooms Sold, Lux & UU classes, by month



Source: STR, 2020 © CoStar Realty Information, Inc. 17



Mississippi Performance



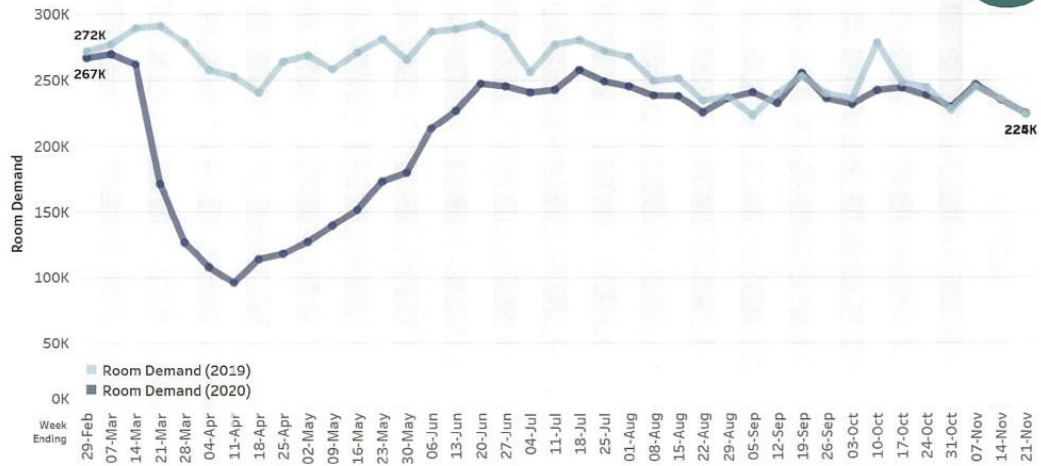
Mississippi KPIs Outperform Total US

October 2020 Year To Date



		% Change
Room Supply		-0.5%
Room Demand		-16.8%
Occupancy	50.3%	-16.3%
ADR	\$80	-8.1%
RevPAR	\$40	-23.1%
Room Revenue		-23.5%

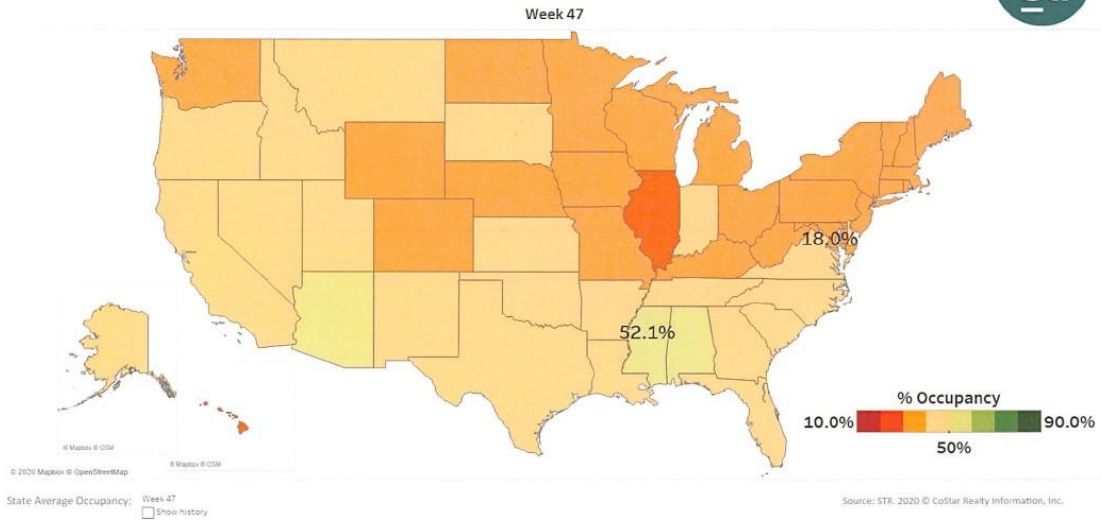
Mississippi Weekly Room Demand – Almost matching 2019 levels over past 4 weeks



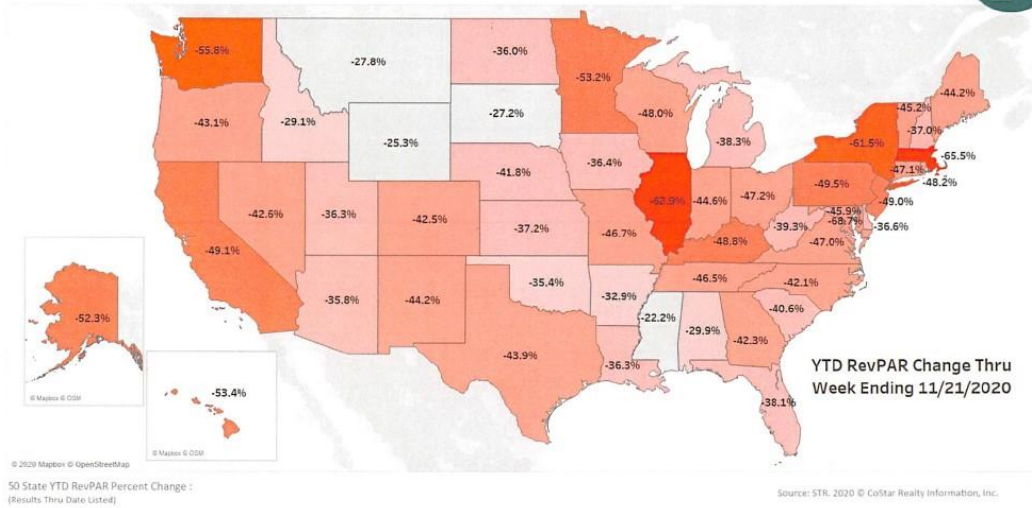
State Total Weekly Room Demand: Mississippi

Source: STR, 2020 © CoStar Realty Information, Inc.

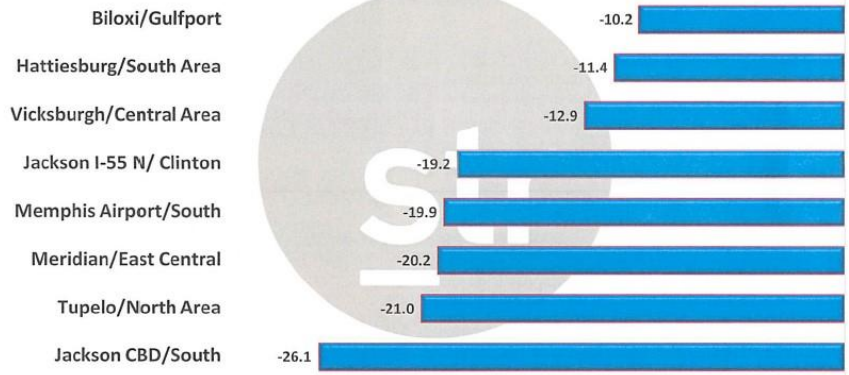
State Occupancy Heat Map – Mississippi 2nd Highest Across Nation



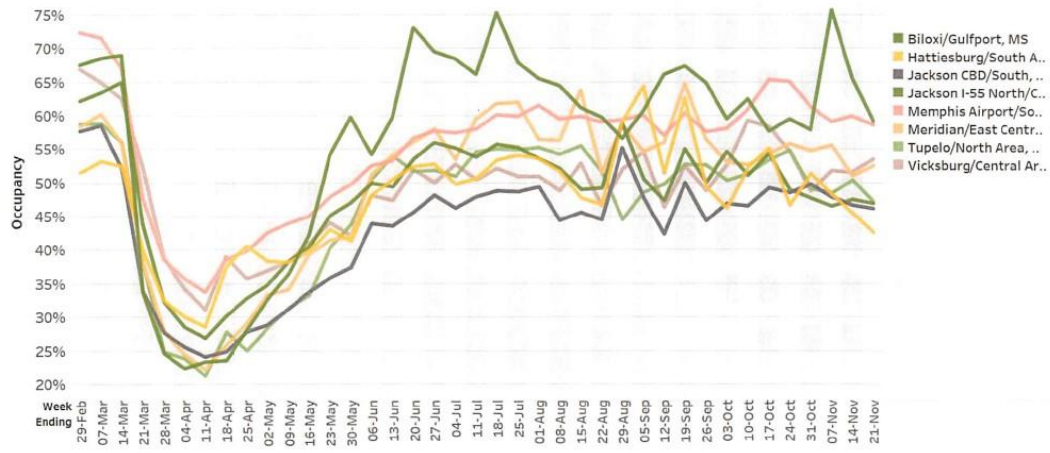
Year To Date RevPAR Changes Across The Nation



Occupancy Declines “Less Bad” in Coastal / Southern Areas



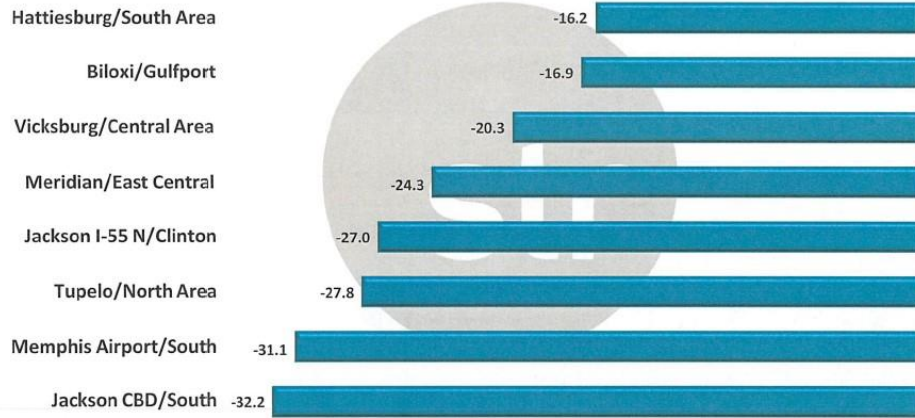
Weekly Occupancy by Mississippi Submarkets



ADR Declines Across the Submarkets



RevPAR Declines Across the Submarkets



MS Submarkets, RevPAR % Change, YTD October 2020

Source: STR 2020 © CoStar Realty Information, Inc. 37

Total US Forecast

Key Performance Indicators

2019A, 2020F & 2021F, Total US, August Forecast (USD)



	2019 Actual	2020 Forecast	2021 Forecast
Occupancy*	66.0%	42.2%	52.2%
ADR	\$131.22	\$103.65	\$109.21
RevPAR*	\$86.67	\$43.76	\$57.03

2010 RevPAR:
\$56.45

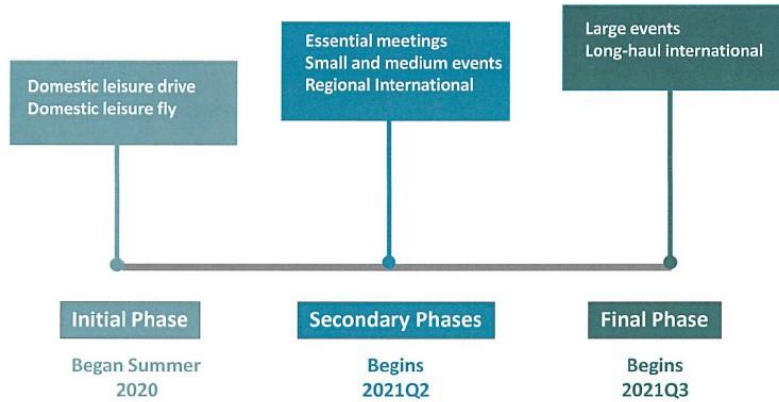
-34%

*Reflects total-room-inventory methodology, which assumes no temporary hotel closures.

Source: STR 2020 © CoStar Realty Information, Inc. 49

U.S Anatomy of Travel Recovery

2020 – 2021



Source: STR, 2020 © CoStar Realty Information, Inc.

State of Mississippi: >22% RevPAR Decline Forecast

Key Performance Indicator Outlook (% Change vs. Prior Year)
2019A, 2020F & 2021F, Mississippi



	2019 Actual	2020 Forecast	2021 Forecast
Occupancy*	0.9%	-15.8%	51.1%
ADR	0.6%	-8.0%	5.1%
RevPAR*	1.5%	-22.6%	21.0%

*Reflects total room inventory methodology, which assumes no temporary hotel closures.

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**THANK
YOU**

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