

COASTAL MISSISSIPPI BOARD MEETING- AUGUST 2020

September 24, 2020

OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, September 24, 2020 at 3:00 p.m. in the Mississippi Coast Convention Center located at 2350 Beach Blvd Suite A, Biloxi, MS 39531.

Commissioners Present: Mary Cracchiolo Spain, President; Mark Henderson, Vice President; Carla Todd, Treasurer; Rob Stinson, Secretary; Nikki Moon, Past President; Brooke Shoultz; Bill Holmes; Clay Wagner; Danny Hansen; Jim Williams; Kim Fritz; Rich Westfall; Richard Marsh; Rusty David; Shirley Dane

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 Development

Others Present: Hugh Keating, Legal Counsel; Advisory Members: Cami Cornfoot, Hancock County Tourism Development (via phone) and Mike Davis, IP Casino Resort Spa

President Cracchiolo Spain called the meeting to Order.

1. Commissioner Hansen made the motion to accept the agenda 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 --- Yes
Commissioner Henderson	Voted --- Yes	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 September 24, 2020.

2. Commissioner Moon made the motion to accept the meeting minutes from the September 2, 2020 Coastal Mississippi Board Meeting as presented. 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 --- Yes
Commissioner Henderson	Voted --- Yes	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 September 24, 2020.

3. President's Report:

- Recognized and welcomed Advisory Members and Guests

4. Coastal Mississippi CEO Report:

- Presented Monthly Report (attached)

5. Commissioner Marsh made the motion to approve the Financial Statements as of August 31, 2020. Seconded by Commissioner Shoultz, 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 --- Yes
Commissioner Henderson	Voted --- Yes	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 September 24, 2020.

6. Commissioner Stinson made the motion to ratify the check/EFT disbursements on Operating Account totaling \$194,581.89. 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 Shoultz	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
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 September 24, 2020.

7. Commissioner Shoultz made the motion to ratify the check/EFT disbursements on Grant Account totaling \$541,733.75. Seconded by Commissioner Moon, 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 --- Yes
Commissioner Henderson	Voted --- Yes	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 September 24, 2020.

8. Commissioner Marsh made the motion to ratify the expenses paid by credit card totaling \$8,902.84. Seconded by Commissioner Shoultz, 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 --- Yes
Commissioner Henderson	Voted --- Yes	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 September 24, 2020.

9. Commissioner Stinson made the motion to approve the Coastal Mississippi FY2021 Budget as presented. 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 Shoultz	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
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 September 24, 2020.

10. Commissioner Hansen gave a brief recap of the Governance Committee Meeting which include the following items to be discussed in next Governance Committee meeting to be presented to Board for consideration as completed:
- Update Bylaws
 - Resolution to establish Executive Committee
 - Creation of Executive Committee Charter
 - Amend Governance Committee Charter to comply with the establishment of Executive Committee
 - Creation of Tourism Engagement Committee Charter
11. Commissioner Dane gave a brief recap of the Tourism Engagement Committee Meeting and asked Erin Rosetti to give an update on the on-line training for Coast Champions which is contingent on the approval of the Bridge Agreement (*presented during Legal presentation*).

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

13. Commissioner Wagner made the motion to revise the Community Building Campaign budget from \$200,000.00 to \$226,565.00. Seconded by Commissioner Todd, 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 ---- Yes
Commissioner Henderson	Voted ---- Yes	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 September 24, 2020.

14. Commissioner Holmes made the motion to approve the Group Incentive Request for the South-Central Housing Manufactured Institute being held in March 15-17, 2021 for \$20,000. 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 ---- Yes
Commissioner Henderson	Voted ---- Yes	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 September 24, 2020.

15. Commissioner Moon made the motion to approve the Bridge Agreement- Terms & Conditions as presented. Seconded by Commissioner Wagner, 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 ---- Yes
Commissioner Henderson	Voted ---- Yes	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 September 24, 2020.

16. Commissioner Westfall made the motion to approve the WLOX- Gray Terms and Conditions with revisions made by Legal Counsel. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Dane	Voted ---- Recused	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
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 September 24, 2020.

17. Commissioner Stinson made the motion to approve the TeleSouth Media, Inc.- Terms & Conditions (6 stations) as presented. 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 ---- Yes
Commissioner Henderson	Voted ---- Yes	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 September 24, 2020.

18. Commissioner Moon made the motion to approve the Destination Analysts Terms & Conditions with adjustments to meetings. 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 ---- Yes
Commissioner Henderson	Voted ---- Yes	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 September 24, 2020.

19. Commissioner David made the motion to approve the Cision Renewal Agreement as presented. Seconded by Commissioner Todd, 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 ---- Yes
Commissioner Henderson	Voted ---- Yes	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 September 24, 2020.

20. Commissioner Moon made the motion to approve the Stage Cleaning Services Agreement as presented.

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 --- Yes
Commissioner Henderson	Voted --- Yes	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 September 24, 2020.

21. Commissioner Stinson made the motion to approve the Resolution authorizing Coastal Mississippi's CEO and Board President to make amendments to the TRF Budget subject to approval by the Marketing Committee and Finance Committee (attached). 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 --- Yes
Commissioner Henderson	Voted --- Yes	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 September 24, 2020.

22. Reminders

- Coastal Mississippi Monthly Board Meeting- October 2020

Thursday, October 29, 2020 3:00pm – 4:30pm MS Coast Convention Center

23. Commissioner Shoultz made the motion to adjourn the meeting at 4:16pm. Seconded by Commissioner Henderson, 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 --- Yes
Commissioner Henderson	Voted --- Yes	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 September 24, 2020.

CEO REPORT August 2020

Milton Segarra, CDME
9.24.20



INDUSTRY / BUSINESS DEVELOPMENT

- MS Tourism Association (MTA)- Board of Directors Meeting
- Destinations International (DI)- Equality, Diversity & Inclusion Task Force Meeting
- Public Relations Association of MS (PRAM) Presentation
- Destinations International Governance Committee (By-Laws revision)

MEDIA

- WLOX with Dave Elliott- Labor Day Weekend & Tourism Numbers
- Guy Harvey Magazine- Fishing Getaways and Conservation Efforts
- Emerald Tail- Destination and Fishing

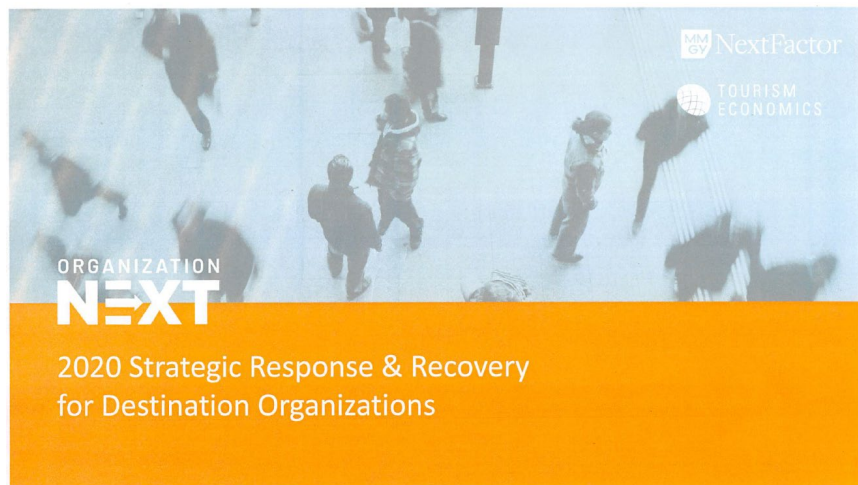
CITY - COUNTY - STATE

- EDA Proposal- Call with Senator Wicker's Office
- Harrison County Emergency Management Meetings – preparation for Hurricane Sally
- Meeting with City Manager of Diamondhead, Mike Reso- Paddle Paradise 2020

COMMUNITY

- Gulfport Rotary Club Presentation

CEO MONTHLY MEETINGS – September 2020



Objectives

1. Value of tourism & destination organizations
2. Outlook & scenario planning for visitor economy
3. Strategy map to guide response & recovery during the next 18 months

Respondents

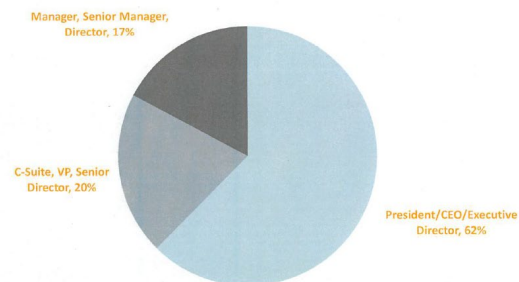
354 respondents

20 countries



NextFactor

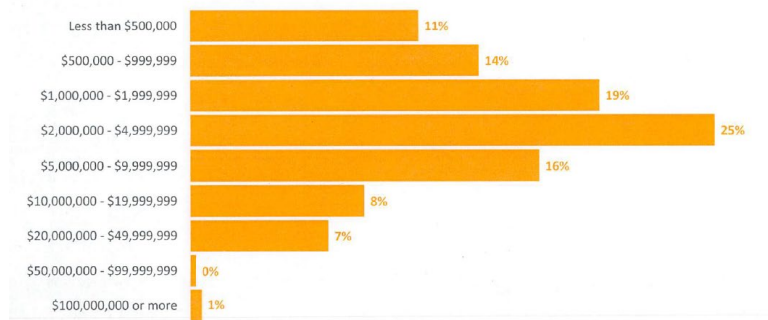
What is your role with the organization?



OrganizationNEXT Study

NextFactor

What is your organization's approximate annual budget (prior to COVID-19 impact)



OrganizationNEXT Study

MM NextFactor

ORGANIZATION NEXT Strategic Response & Recovery Plan

3 KEY AREAS

COMMUNITY
BUILDING

CUSTOMER
ENGAGEMENT

ORGANIZATION
SUSTAINABILITY

MM NextFactor

COMMUNITY
BUILDING

MM NextFactor

Strategy	Score
Ensure my organization and the industry is at the table for recovery planning conversations and efforts	4.8
Work with industry partners and stakeholders to reopen the visitor economy with clean and safe visitor experiences	4.74
Promote the value of tourism to my community	4.67
Engage industry stakeholders to build a unified process and protocols for reopening visitor economy	4.57
Strengthen strategic relationships with elected and appointed officials	4.56
Ensure recovery plans include examination of long-term strategies and outcomes for community and visitor economy	4.55
Align more closely with the economic development organizations and private sector companies	4.26
Play a larger role in building and amplifying community pride	4.23
Expand the content being promoted by my organization to extend beyond traditional members and partners	4.19
Expand advocacy role to ensure industry businesses and workers are valued and taken care of	4.15
Ensure my organization's policies on ethics and other practices to align with community values	3.98
Expand outreach programs in our local community to broaden networks to include unlikely or unusual allies	3.95
Work with relevant and targeted stakeholders to address social sustainability (e.g. amplify resident pride, support less-advantaged communities, support the arts and creative economy)	3.93
Work with relevant and targeted stakeholders to address economic sustainability issues (e.g. support SMES, support service workers, diversify markets)	3.89
Work with health officials to develop health and cleanliness standards and certifications for the industry	3.86
Play a larger role in delivering education and training materials to the industry	3.7
Develop resident sentiment survey to guide recovery strategy and long-term planning	3.69
Work with relevant and targeted stakeholders to address environmental sustainability (e.g. expand sustainable practices, encourage responsible tourism, shape visitation patterns)	3.62
Play a larger role in event creation to stimulate demand	3.47

Key Takeaways – Community Building

1. Community building most urgent area to focus on, in immediate term
2. Strong alignment on priorities across regions & organization types
3. Most important priorities:
 - Being at the table, engaging with industry and community to reopen the economy
 - Build stronger partnerships and promote better understanding of tourism and the DMO
 - Consider long-term strategies and outcomes during recovery period

CUSTOMER ENGAGEMENT

Strategy	Score
Evaluate target markets, and evolve marketing strategies to attract more resilient travelers (e.g.: drive-market, leisure, VFR)	4.63
Promote and highlight nature, parks, and outdoor experiences	4.55
Develop messaging related to health and safety to reassure visitors	4.5
Monitor data signals and trends to inform recovery timing and messaging (e.g. public health data, consumer sentiment, search, booking)	4.46
Expand content and messaging filters to ensure appropriate tone	4.4
Expand marketing outreach and campaigns to target local audience	4.36
Repackage current content relevant to new audiences and demands	4.29
Collaborate with other industry organizations to expand audience reach (e.g. other regional DMOs)	4.23
Focus marketing strategies on generating earned media in lieu of paying for media exposure	4.18
Develop messaging to reinforce the community's values in the "new normal"	4.16
Reassess business events market and target new groups (e.g. smaller, regional)	4.11
Adapt destination imagery to incorporate visuals with fewer people/crowds	4.05
Promote and highlight mindfulness and wellness experiences	3.9
Develop a content strategy to showcase local heroes, makers, and influencers	3.87
Invest resources in building a library of virtual experiences to inspire future visitation	3.84
Utilize client input to inform recovery messaging and timing (e.g. Client Advisory Board)	3.78
Work with technology platforms and partners to expand capabilities to deliver hybrid meetings (in-person meetings with virtual component)	3.68

Key Takeaways – Customer Engagement

1. Long list of important strategies to consider
2. Strong alignment around priorities
3. Most important priorities:
 - Re-evaluate key target markets
 - Rely on objective data to customize messaging and timing
 - Determine how to differentiate local nature and outdoor experiences
 - Deliver clear messaging around health and safety

ORGANIZATION SUSTAINABILITY

Strategy	Score
Work strategically with hotel partners to ensure industry recovery and resilience	4.56
Identify potential reopening and recovery scenarios to guide strategy and priorities	4.48
Reassess organizational roles and activities of the organization to identify priorities and potential adjustments	4.31
Expand advocacy and education role to protect funding sources and relevance	4.29
Collaborate with other organizations to determine opportunities for shared resources and efficiencies	4.26
Assess organization structure to prioritize key roles and essential programs	4.24
Assess reserve funding requirements and policies	4.18
Assess organizational skill sets necessary to implement recovery strategy	4.13
Assess KPIs related to economic development (e.g. recovery, jobs, taxes)	3.92
Assess KPIs related to visitor satisfaction	3.91
Review organization mission, vision and values to guide organization through response, recovery and resilience phases	3.91
Use lessons learned from remote working to examine office flexibilities and efficiencies	3.9
Pursue emergency government financial assistance funding	3.86
Assess KPIs related to community and advocacy (e.g. resident satisfaction)	3.85
Pursue new private funding sources (e.g. partnerships, sponsorships, crowdfunding)	3.7
Assess KPIs related to sustainability (e.g. off-peak visitation, dispersal)	3.69
Pursue new public funding sources (e.g. direct government allocation, new tax, capital recycling)	3.68

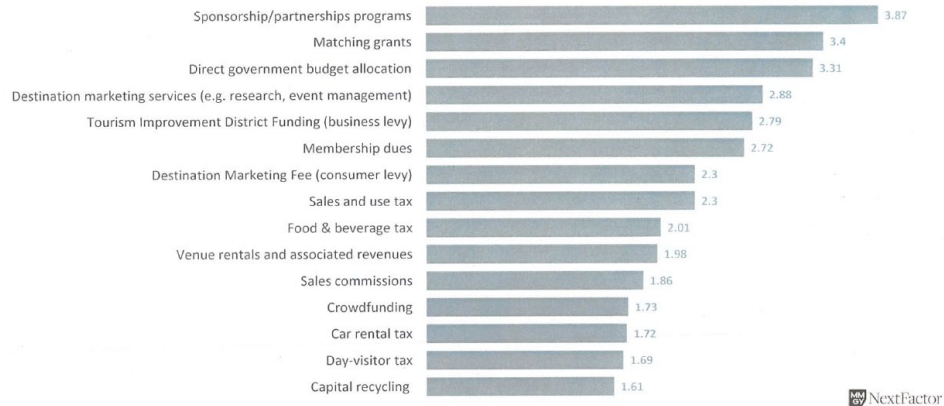
Key Takeaways – Organization Sustainability

1. Shorter list of high priority strategies
2. Most important priorities:
 - Work closely with critical partners (e.g. hotels) to rebuild visitor economy
 - Consider various scenarios to guide longer-term strategy
 - Reconsider and prioritize key roles and essential programs
 - Collaborate with other organizations to share resources & improve efficiencies

Importance of future destination organization roles



How likely are you to pursue the following revenue sources in the future



Key Messages



Remind stakeholders of the importance and success of the visitor economy



Highlight the challenges facing the industry and the critical role of tourism in driving recovery



Promote tourism's foundational role as a key economic driver



Demonstrate the critical role of destination organizations

NextFactor

The Importance of Destination Organizations



We are promoters of the destination brand



We are trusted sources for information for travelers and meeting planners



We advocate on behalf of the entire industry



We are stewards of the visitor economy and the visitor experience

NextFactor

**THANK
YOU**



RESOLUTION AUTHORIZING THE CHIEF EXECUTIVE OFFICER AND PRESIDENT TO MODIFY AND AMEND BUDGET RELATED TO PLANS FOR ADVERTISING, MARKETING AND PROMOTING COASTAL MISSISSIPPI THROUGH USE OF CORONAVIRUS AID, RELIEF AND ECONOMIC SECURITY ACT (CARES ACT) FINANCIAL ASSISTANCE AWARDED PURSUANT TO THE GRANT AGREEMENT APPROVED BY THE MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU IN ACCORDANCE WITH CERTAIN CONDITIONS AND LIMITATIONS

WHEREAS, the MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI on August 19, 2020 approved that certain grant agreement required by the STATE OF MISSISSIPPI DEPARTMENT OF FINANCE AND ADMINISTRATION (MSDFA) in order to receive CARES ACT financial assistance; and,

WHEREAS, it may be necessary and appropriate and in the public interest in order to accomplish plans for advertising, marketing and promoting COASTAL MISSISSIPPI in a manner consistent and in accordance with the terms and conditions of the grant agreement with MSDFA to modify and amend the budget for advertising, marketing and promoting COASTAL MISSISSIPPI from time to time during the course of implementing the grant program; and,

WHEREAS, given the public necessity for insuring fulfillment of the advertising, marketing and promotional plans intended to be accomplished in accordance with the grant terms and conditions.

NOW, THEREFORE, upon motion duly made by Commissioner Stinson, and seconded by Commissioner Marsh, the MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU d/b/a does hereby resolve, authorize and adopt the following resolution:

RESOLVED that COASTAL MISSISSIPPI hereby adopts the facts, matters and things set forth in the recitals above and the resolution herein.

RESOLVED that, from time to time it may be necessary and appropriate to modify and amend the budget for advertising, marketing and promoting COASTAL MISSISSIPPI as planned in accordance with the grant agreement funded through CARES ACT financial assistance.

RESOLVED that due to the urgency of the timing for implementation of the plans for advertising, marketing and promoting COASTAL MISSISSIPPI in accordance with the grant agreement it is a practical impossibility to convene special call meetings of the Commissioners of COASTAL MISSISSIPPI for the purpose of approving minor modifications and amendments to the budget for purposes of implementing such plans.

RESOLVED that the Chief Executive Office and President, jointly, should be and hereby are authorized and directed to make such modifications and amendments to the budget for advertising, marketing and promoting COASTAL MISSISSIPPI as intended and in accordance with the grant agreement with MSDFA, provided that approval for any such modification and amendment is first recommended and approved by the Marketing Committee and Finance Committee of COASTAL MISSISSIPPI and that the modification and amendment is limited to an expenditure not to exceed the sum of \$75,000.

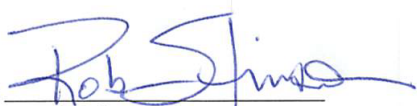
RESOLVED, this the 24th day of September, 2020, upon a majority vote of the Commissioners, as follows, to wit:

COMMISSIONER NAME	VOTE: Yes	No
<u>Carla Todd</u>	<u>✓</u>	<u> </u>
<u>Clay Wagner</u>	<u>✓</u>	<u> </u>
<u>Daniel T. Hansen, Sr.</u>	<u>✓</u>	<u> </u>
<u>Jim W. Williams</u>	<u>✓</u>	<u> </u>
<u>Kaylyn Brooke Shoultz</u>	<u>✓</u>	<u> </u>
<u>Kimberly Fritz</u>	<u>✓</u>	<u> </u>
<u>Linda N. Moon</u>	<u>✓</u>	<u> </u>
<u>Mark E. Henderson</u>	<u>✓</u>	<u> </u>
<u>Mary Cracchiolo Spain</u>	<u>✓</u>	<u> </u>
<u>Richard K. Marsh</u>	<u>✓</u>	<u> </u>
<u>Richard H. Westfall</u>	<u>✓</u>	<u> </u>
<u>Robert Stinson</u>	<u>✓</u>	<u> </u>
<u>Russell C. David</u>	<u>✓</u>	<u> </u>
<u>Shirley N. Dane</u>	<u>✓</u>	<u> </u>
<u>William F. Holmes</u>	<u>✓</u>	<u> </u>

IN WITNESS WHEREOF, this RESOLUTION was duly adopted, on the 24th day of September, 2020.

MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU
d/b/a COASTAL MISSISSIPPI

BY: 
Mary Cracchiolo-Spain, President

ATTEST: 
Rob Stinson, Secretary