

COASTAL MISSISSIPPI BOARD MEETING
October 30, 2019
OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, October 30, 2019 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Nikki Moon, President; Mary Cracchiolo Spain, Vice President; Mark Henderson, Secretary; Richard Chenoweth, Prior President; Bill Holmes; Clay Wagner; Dan Wittmann; John Carter; Rich Westfall; Richard Marsh; Rob Stinson

Commissioners Absent: Carla Todd, Treasurer; Danny Hansen; Rusty David

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

Others Present: Hugh Keating, Legal Counsel; Advisory Members: Cami Cornfoot, Hancock County and Donna Brown, Gulf Hills Resort and Mike David, IP Casino Resort Spa and Keith Wilson, Streetcar PR

President Moon called the meeting to Order.

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

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

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

2. Commissioner Wagner made the motion to accept the minutes from the September 26, 2019 Coastal Mississippi Board Meeting as presented. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

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

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

3. President's Report:

- Recognized and welcomed Advisory Members and Guests

4. Coastal Mississippi CEO Report:

- Presented Monthly Report (attached)

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

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

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

6. Commissioner Holmes made the motion to ratify both the check/EFT disbursements totaling \$614,663.90 and the expenses paid by credit card totaling \$13,119.71. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

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

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

7. 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.

8. Commissioner Wagner made the motion to approve the Group Incentive Request for the WBC Green Belt South Tournament 2020 being held February 21-23, 2020 up to \$7,500 and no upfront payment. Seconded by Commissioner Stinson, the president called the question, with the following results:

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

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

9. Commissioner Wagner made the motion to approve the Group Incentive Request for the MHSAA State Basketball Tournament 2020 being held February 27-29, 2020 up to \$5,000. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

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

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

10. Commissioner Cracchiolo Spain made the motion to approve the Group Incentive Request for the American Pickle Ball Tournament 2020 being held February 29, 2020- March 1, 2020 up to \$5,000. Seconded by Commissioner Stinson, the president called the question, with the following results:
- | | | | |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter | Voted --- Yes | Commissioner Marsh | Voted --- Yes |
| Commissioner Chenoweth | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd | Voted --- A&E |
| Commissioner David | Voted --- A&E | Commissioner Wagner | Voted --- Yes |
| Commissioner Hansen | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | | |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

11. Commissioner Carter made the motion to approve the Sales Goals for FY2020. Seconded by Commissioner Wagner, the president called the question, with the following results:
- | | | | |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter | Voted --- Yes | Commissioner Marsh | Voted --- Yes |
| Commissioner Chenoweth | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd | Voted --- A&E |
| Commissioner David | Voted --- A&E | Commissioner Wagner | Voted --- Yes |
| Commissioner Hansen | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | | |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

12. Commissioner Marsh made the motion to approve the SimpleView CRM Renewal Agreement as presented. Seconded by Commissioner Westfall, the president called the question, with the following results:
- | | | | |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter | Voted --- Yes | Commissioner Marsh | Voted --- Yes |
| Commissioner Chenoweth | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd | Voted --- A&E |
| Commissioner David | Voted --- A&E | Commissioner Wagner | Voted --- Yes |
| Commissioner Hansen | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | | |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

13. Commissioner Wagner made the motion to approve the TravMedia USA Letter of Agreement as presented. Seconded by Commissioner Henderson, the president called the question, with the following results:
- | | | | |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter | Voted --- Yes | Commissioner Marsh | Voted --- Yes |
| Commissioner Chenoweth | Voted --- Yes | Commissioner Stinson | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd | Voted --- A&E |
| Commissioner David | Voted --- A&E | Commissioner Wagner | Voted --- Yes |
| Commissioner Hansen | Voted --- A&E | Commissioner Westfall | Voted --- Yes |
| Commissioner Henderson | Voted --- Yes | Commissioner Wittmann | Voted --- Yes |
| Commissioner Holmes | Voted --- Yes | | |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 30, 2019.

14. Commissioner Carter made the motion to approve the Peter Mayer Performance Incentive Addendum to Agency Agreement as presented. Seconded by Commissioner Wagner, the president called the question, with the following results:

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

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

15. Commissioner Holmes made the motion to approve the Cooperative Agreement between Gulfport-Biloxi Regional Airport Authority and Coastal Mississippi as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

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

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

16. Commissioner Wagner made the motion to approve the Sparkloft Consulting and Services Agreement, Sparkloft Statement of Work for Social Media Retainer and Sparkloft Statement of Work for Media Buy as presented. Seconded by Commissioner Henderson, the president called the question, with the following results:

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

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

17. Reminders

- Jackson County Board of Supervisors
Monday, November 4, 2019 9:00am County Government Office- Pascagoula
- Coastal Mississippi Annual Meeting
Thursday, November 7, 2019 3:00pm – 5:00pm Centennial Plaza Chapel
- Coastal Mississippi Monthly Board Meeting- November 2019
Tuesday, November 26, 2019 3:00pm – 4:30pm Coastal Mississippi Board Room

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

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

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

COASTAL MISSISSIPPI
Board of Commissioners Meeting

CEO REPORT
October 2019

Milton Segarra, CDME
10.30.19



INDUSTRY / BUSINESS DEVELOPMENT

- Gulfport-Biloxi International Airport Board Meeting
- Rapiscan Systems Classic Board Meeting
- East Biloxi Convention Center Update
- Development Master Plan Committee Meeting
- Customer Advisory Board Meetings

CITY - COUNTY - STATE

- Board of Supervisors- Harrison County
- Board of Supervisors- Hancock County
- Tidelands Turnback Check- Press Conference

COMMUNITY

- MS Hotel & Lodging Assoc. Mtg
- Lodging Listening Tours:
 - Bay St. Louis:
 - Bodega Group
 - Old Town Merchants Assoc.
 - Pascagoula:
 - Shular Properties
 - Grand Magnolia Hotel
 - Hilton Garden Inn
 - Gulf Hills Hotel

MEDIA

- WXXV- Impact of Aquarium
- WXXV- Opening of Coastal Waters
- SuperTalk Radio- Cruisin' The Coast
- WLOX- Cruisin' The Coast
- Video Interview w/Driven- Cruisin' The Coast
- WXXV- Attraction Passes
- WLOX- Attraction Passes
- WLOX- Opening of Coastal Waters & European FAM
- WLOX Live- Attraction Passes

UPCOMING

- Jackson County Board of Supervisors- FY20 Business Plan and Budget Presentation- Monday, November 4th
- Annual Meeting - Nov. 7, 2019

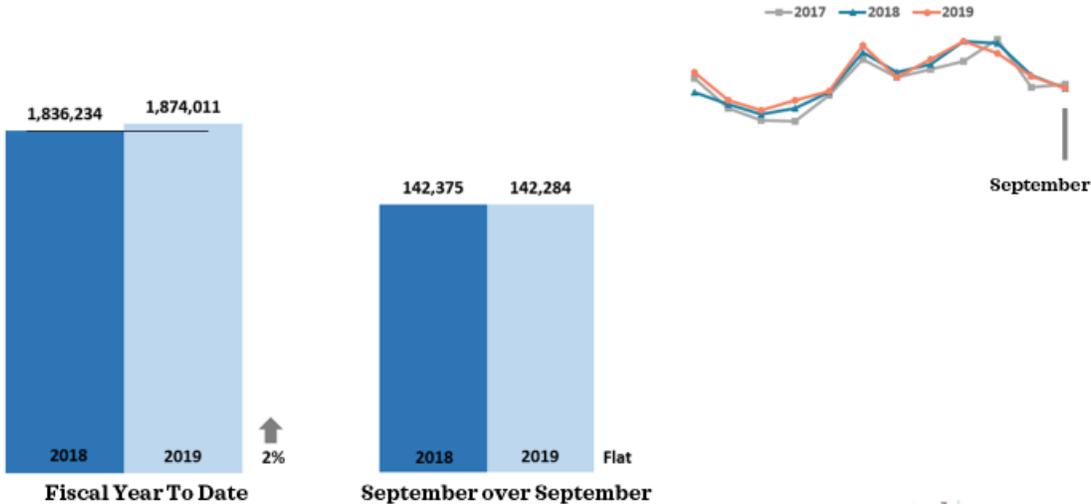
CEO MONTHLY MEETINGS – October 2019



Key Performance Indicators Fiscal Year 2019



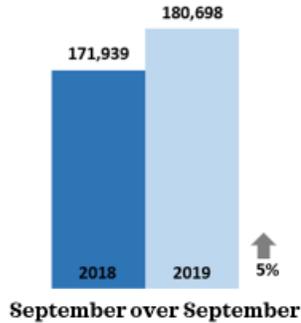
Non-Casino Rooms Sold



Source: STR



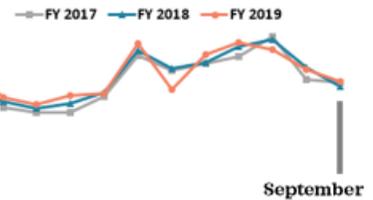
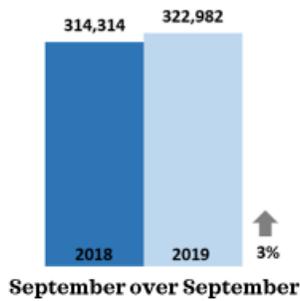
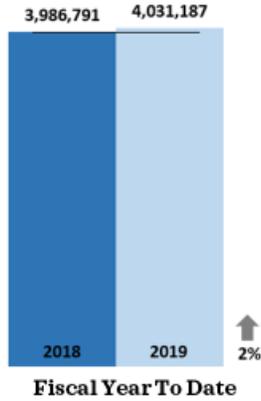
Casino Rooms Occupied



Source: MS Gaming Commission

coastal MISSISSIPPI | The Secret Coast

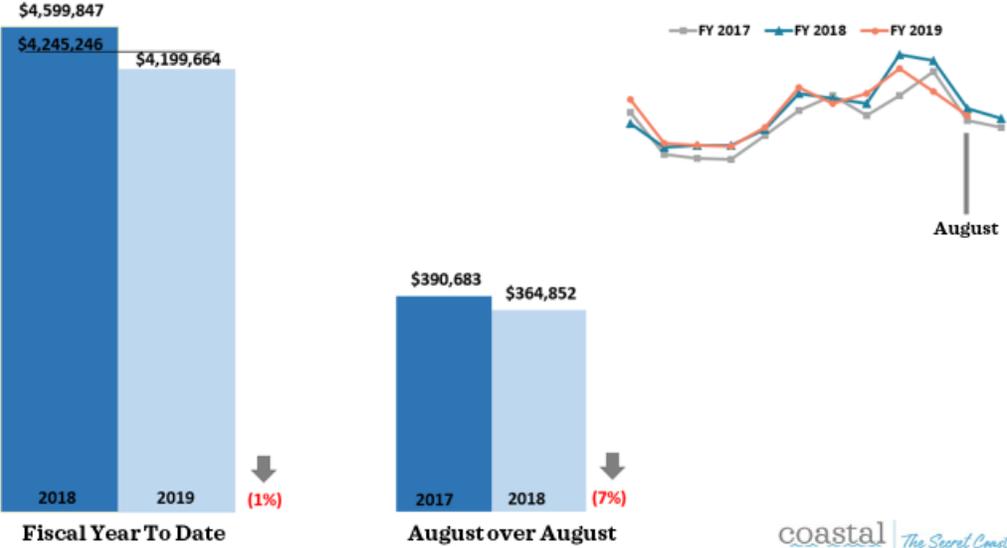
All Rooms Sold/Occupied



Source: STR & MS Gaming Commission

coastal MISSISSIPPI | The Secret Coast

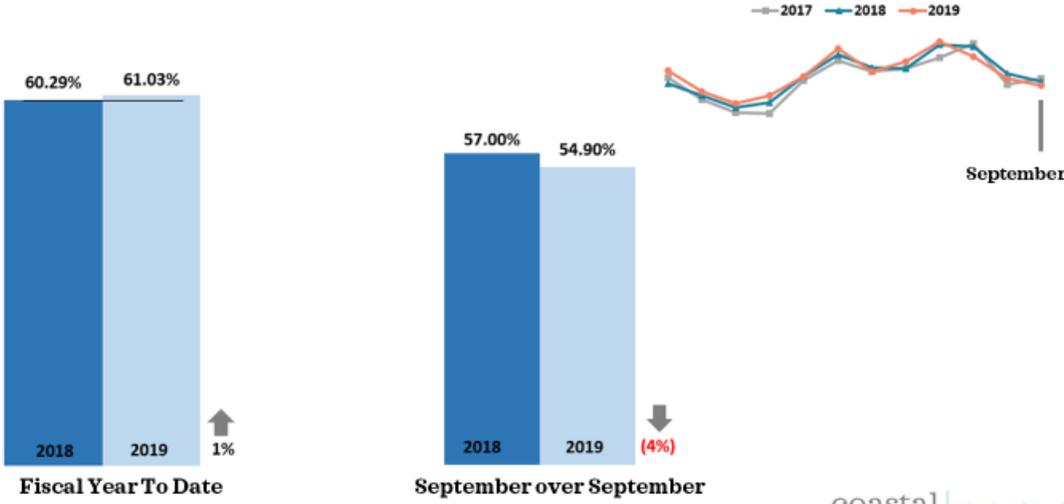
Occupancy Tax Receipts



Source: MS Department of Revenue



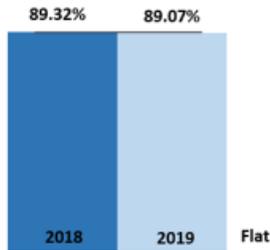
Non-Casino Occupancy



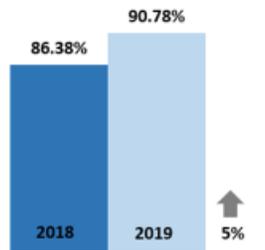
Source: STR



Casino Occupancy



Fiscal Year To Date

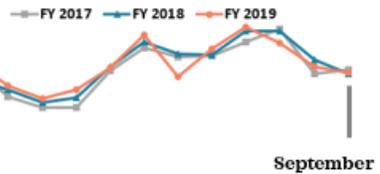


September over September

Source: MS Gaming Commission



All Occupancy



Fiscal Year To Date

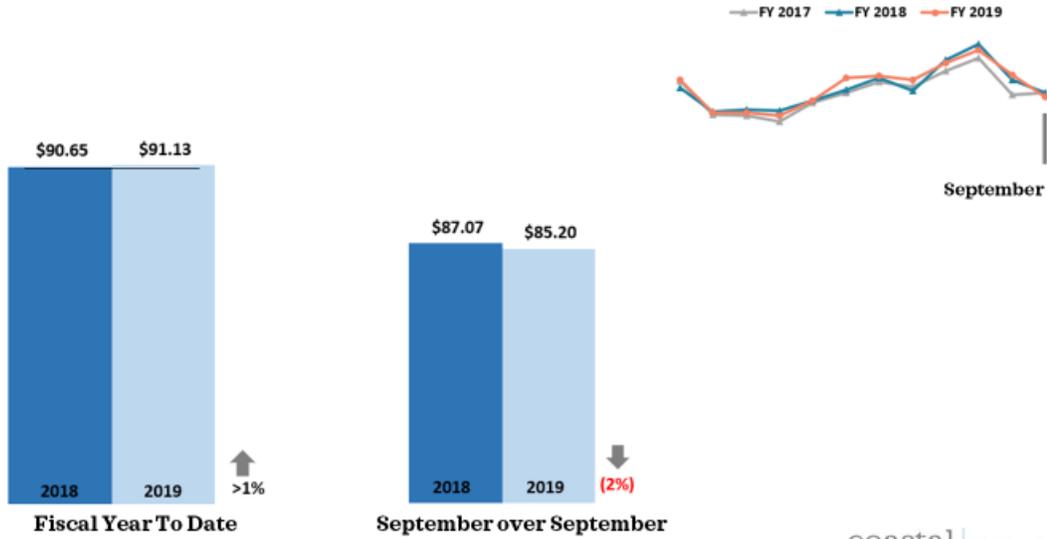


September over September

Source: STR & MS Gaming Commission



Non-Casino ADR



Source: STR

coastal MISSISSIPPI *The Secret Coast*

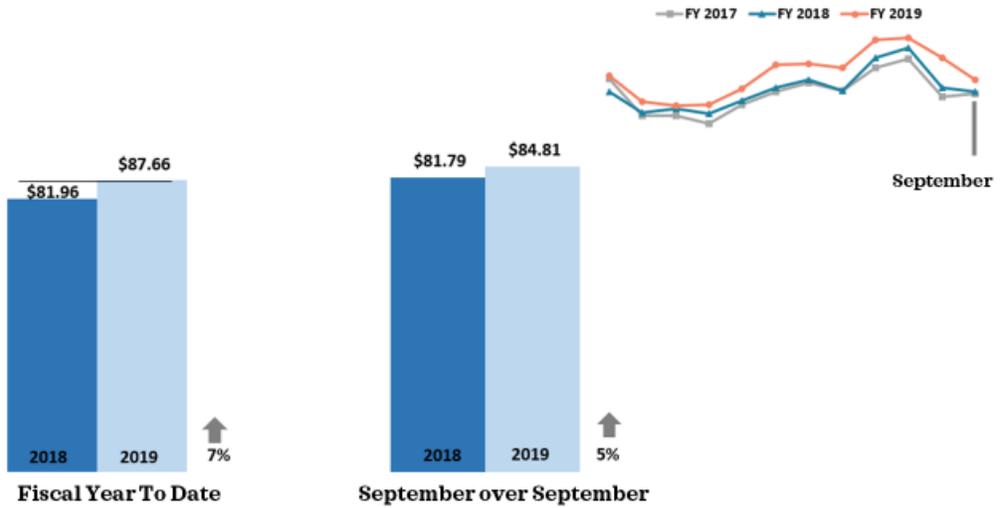
Casino ADR



Source: MS Gaming Commission

coastal MISSISSIPPI *The Secret Coast*

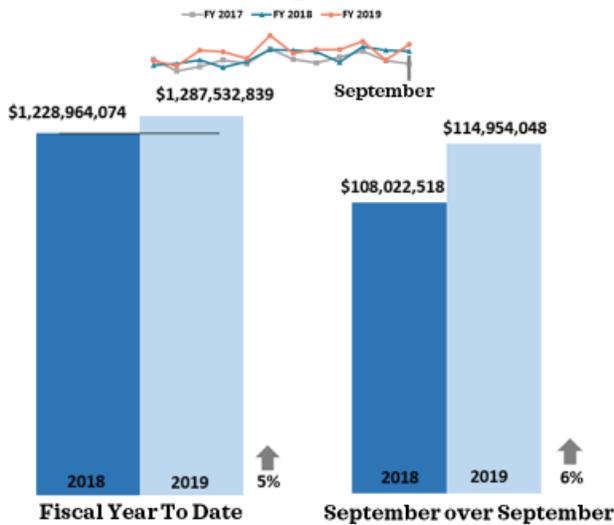
All ADR



Source: STR & MS Gaming Commission

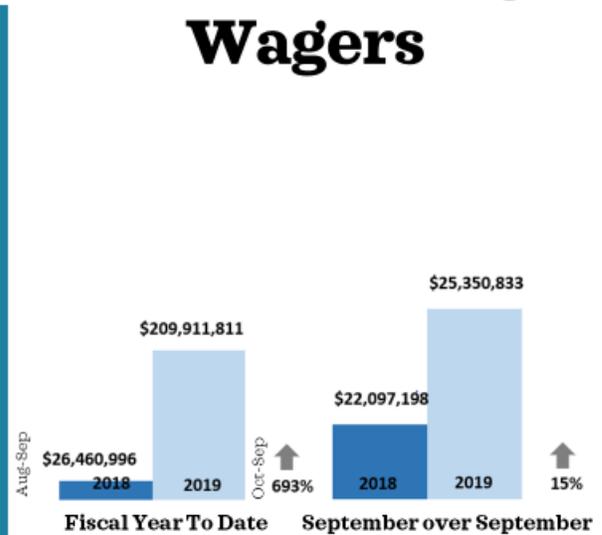


Gaming Revenue



Source: MS Gaming Commission

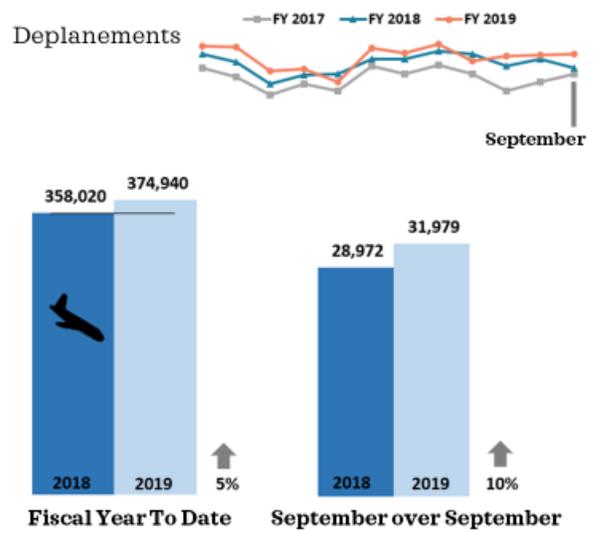
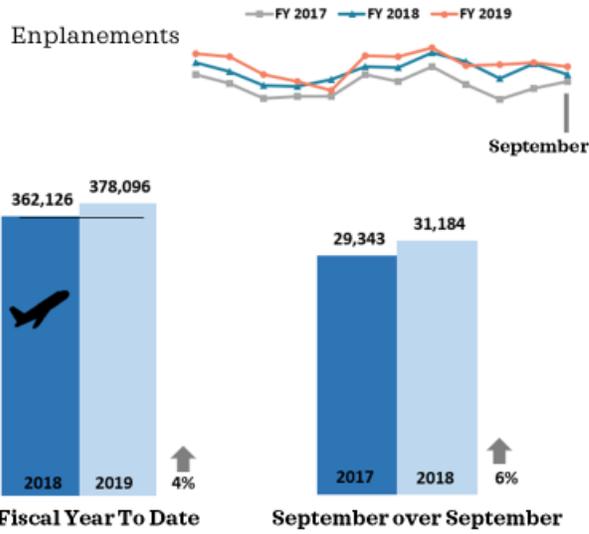
Sports Betting Wagers



* Sports Betting began September 2018



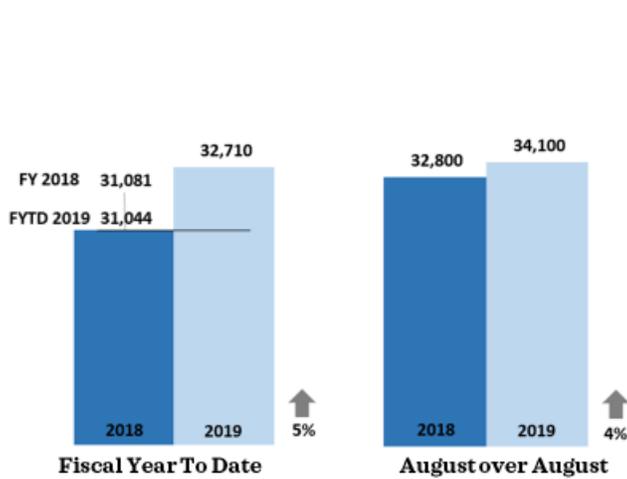
Airport



Source: Gulfport Biloxi International Airport

coastal MISSISSIPPI | The Secret Coast

Leisure & Hospitality Jobs



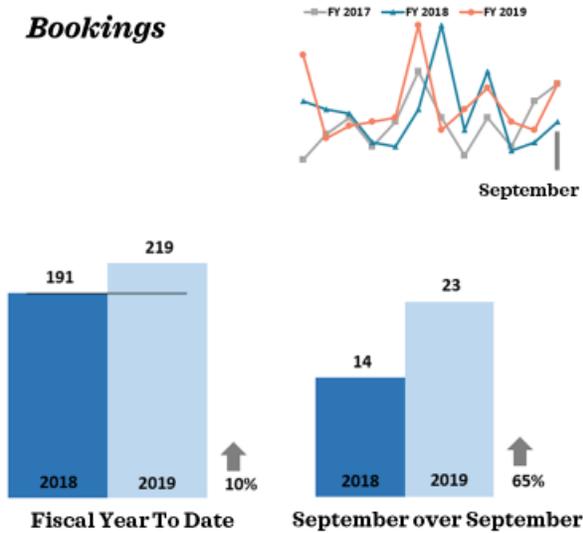
Yearly numbers reflect an average of all months in the FY.

Source: MS Department of Employment Security

coastal MISSISSIPPI | The Secret Coast

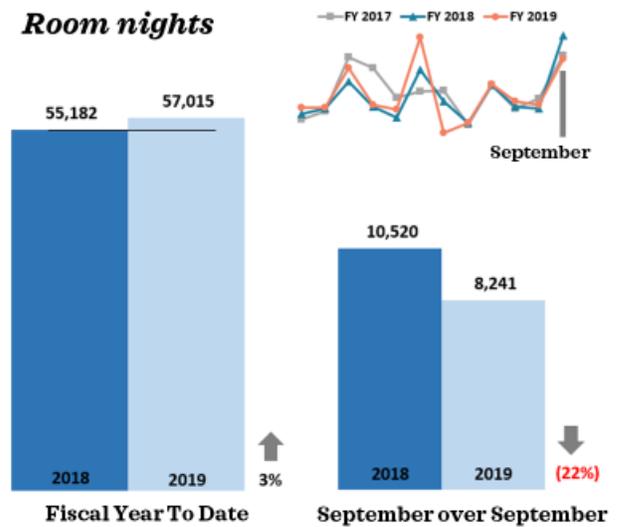
Definite Bookings

Bookings



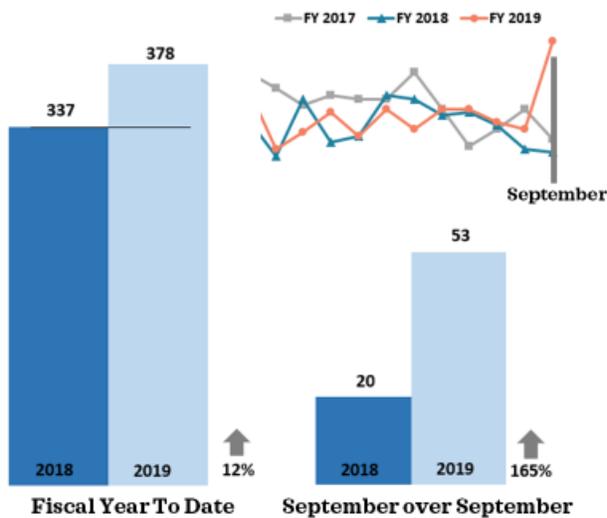
Source: Coastal Mississippi

Room nights



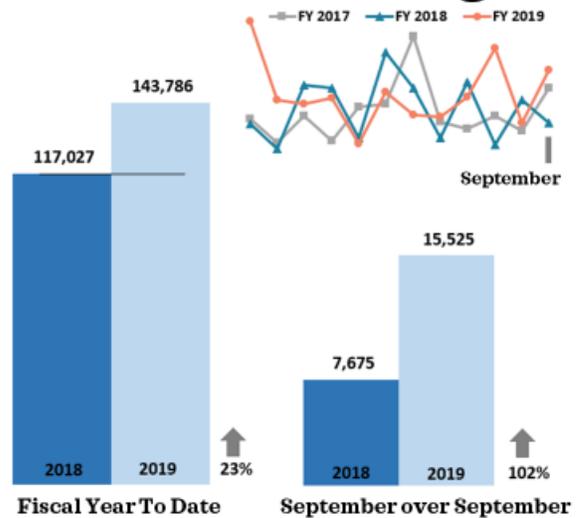
coastal MISSISSIPPI | The Secret Coast

Leads Issued



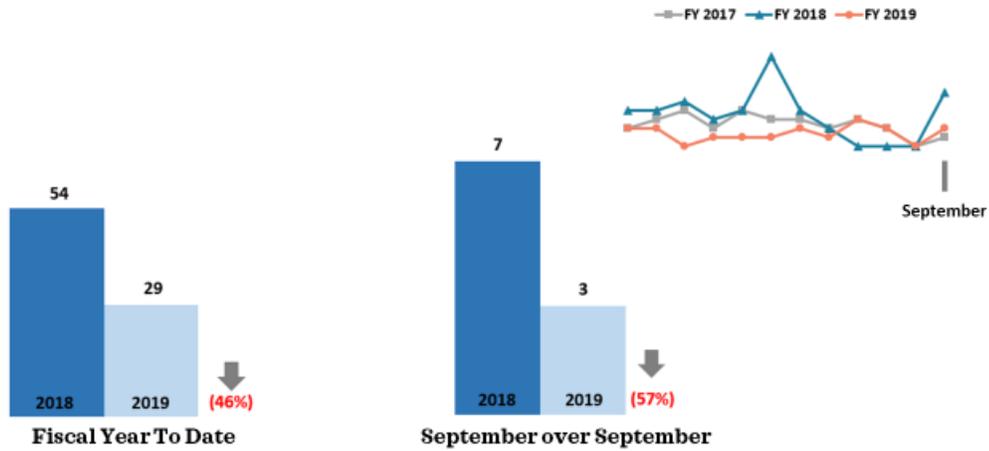
Source: Coastal Mississippi

Potential Room Nights



coastal MISSISSIPPI | The Secret Coast

Convention Center Leads



Source: Coastal Mississippi

coastal MISSISSIPPI | The Secret Coast

Social Media Metrics

September 2018	136,520	14,695	963	7,465	1,275,246	1,982	1,436,871
September 2019	144,842	15,537	1,028	10,302	1,636,894	3,503	1,812,106
YOY Change	8,322 6.1%	842 5.7%	65 6.7%	2,837 38%	361,648 28.4%	1,521 76.7%	375,235 26.1%
	(Total Likes)	(Total Followers)	(Total Followers)	(Total Followers)	(Lifetime Followers)	Total Followers	

coastal MISSISSIPPI | The Secret Coast

FY19 Accomplishments



Innovation and Strategic Growth Business Plan

BRAND PROMISE (Marketing Plan)

- Brand value proposition
- Strategic Plan and initiatives (S&M)
- Public relations and media management
- Partnerships (strategic, local community, regional)
- Performance metrics

EXPERIENCE DEVELOPMENT

- Product development
- B&B, Small Inns, limited service hotels
- Events
- Tours and Attractions
- Workforce Development
- Community outreach & integration
- Service and hospitality culture

GAMING EDGE

- Integration
- Partnership
- Sports betting- New opportunities
- Message amplification
- Performance metrics

PUBLIC POLICY INTEGRATION

- Gulf Coast Restore Act (BP Funds)
- Coastal Mississippi New Funding Source Options
- Promotion of Current Investment Incentives or New Codes
- Infrastructure Development (transportation, Wi-Fi, facilities)
- Beautification and Conservation Programs (US 90, beaches, natural resources, landscaping, cleanliness)

DEVELOPMENT MASTER PLAN

- Coastal MS Tourism Investment Summit
- Turn-key approach - list of potential investments and projects
- CC Headquarter hotel





FY 2019 KPI's



New Brand: Coastal Mississippi, The Secret Coast (March 11th Brand Launch at Jones Park)



New Business Model (Regional approach, supported by strategic fly markets initiatives)



Master Plan Development Committee activation



New Advertising, Public Relations and Social Media Agencies



New Social Media platforms play book and strategies

coastal MISSISSIPPI | *The Secret Coast*



Marketing Industry Summit



Successful Summer Crisis management & messaging efforts



Gulf Coast Restoration Fund proposals (Strategic Partnerships and Events)



Go Coast 2020 Fund - Wayfinding Grant with MDEQ



Tourism Improvement District Formation



Community Engagement (35+ presentations)



Gulf Coast Business Council - TIP master plan (implementation partner on tourism recommendations)

coastal MISSISSIPPI | *The Secret Coast*

Industry Engagement:

- Destinations International Foundation Board of Trustees
- US Travel Association Board of Directors
- Infinity Science Center - Board of Directors
- Destinations International Diversity & Inclusion Task Force
- Destinations International Annual Convention presentation (featured case)
- Mississippi Tourism Association - Board of Directors
- Gulf Coast Business Council - Board of Directors & TIP Steering Committee
- Coliseum and Convention Center Commission (ex-officio)
- Partners for Stennis and MICHOU
- National Heritage Area Program Committee
- University of Southern Alabama Hospitality and Tourism Management Advisory Board
- Coast Young Professionals - Board of Directors
- Public Relations Association of Mississippi, Beach Chapter - Board of Directors*
- Miss. Mississippi Hospitality - Board of Directors
- Mississippi Society of Association Executives - Board of Directors



Enhanced support and collaboration efforts with local Gaming Industry leadership



Special effort with MS-DOR (room tax collection)



Elected Officials and Central Government engagement efforts with Legislators, Supervisors, Mayors, Central Government officials
(January Gulf Coast Delegation Legislative Update event in Jackson, plus DMR, MDEQ, MDA and Visit MS collaboration efforts)



Trip Advisor Reputation Management Seminars (one per county)



Hancock County MOU/Room Tax revenue distribution changes



Tourism Economics Report - DMO's competitive set budgets comparison & Economic Impact potential



Strategic Partnerships (Expedia, Delta Vacations, AA Vacations)

- ✓ Airlines Co-op agreements in partnership with GPT (Sun Country, Allegiant)
- ✓ Cruise lines development initiative in collaboration with POG (RCCL, CCL, FCCA)
- ✓ Re-launch of destination's Attractions Pass
- ✓ Enhanced and effective local and regional Media relations and engagement
- ✓ 2 new departments (Leisure Business Development and Communications and Engagement)
- ✓ Over 150 sales, marketing and PR events, functions and shows
- ✓ Increased positive earned media coverage (Regional, National and International outlets)
- ✓ Tri-County support services for Grants development
- ✓ IT upgrades: C-MS systems and by departments (research and business intelligence areas)



**THANK
YOU**

