

COASTAL MISSISSIPPI BOARD MEETING
September 26, 2019
OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, September 26, 2019 at 3:00 p.m. at Silver Slipper Casino Hotel, Bay St. Louis, MS.

Commissioners Present: Nikki Moon, Vice President; Mary Cracchiolo Spain, Secretary; Carla Todd, Treasurer; Mark Henderson, Secretary; Bill Holmes; Clay Wagner; Dan Wittmann; Danny Hansen; Rich Westfall; Richard Marsh; Rob Stinson, Rusty David

Commissioners Absent: Richard Chenoweth, Prior President; John Carter;

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; Myrna Green, Hancock County Tourism; Teckie Hinkebein, Gulfport-Biloxi Airport Authority and Keith Wilson, Streetcar PR

President Moon called the meeting to Order.

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

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	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 September 26, 2019.

2. Commissioner Hansen made the motion to accept the minutes from the August 29, 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 Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	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 September 26, 2019.

3. President's Report:

- Recognized and welcomed Advisory Members and Guests

4. Commissioner Hansen made the motion to approve changing the following Coastal Mississippi Monthly Board Meeting dates: October 31, 2019 to October 30, 2019, November 28, 2019 to November 26, 2019 and December 26, 2019 to December 19, 2019. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	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 September 26, 2019.

5. Coastal Mississippi CEO Report:

- Presented Monthly Report (attached)

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

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	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 September 26, 2019.

7. Commissioner Hansen made the motion to ratify the check/EFT disbursements totaling \$289,328.00. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	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 September 26, 2019.

8. Commissioner Cracchiolo made the motion to ratify expenses paid by credit card totaling \$8,556.78. Seconded by Commissioner Wittmann, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	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 September 26, 2019.

9. Commissioner Hansen made the motion to amend the budget to conform to actual expenditures for FY19. Seconded by Commissioner Wagner, the president called the question, with the following results:
- | | | | |
|-------------------------|---------------|-----------------------|---------------|
| Commissioner Carter | Voted --- A&E | Commissioner Marsh | Voted --- Yes |
| Commissioner Chenoweth | Voted --- A&E | Commissioner Stinson | Voted --- Yes |
| Commissioner Cracchiolo | Voted --- Yes | Commissioner Todd | Voted --- Yes |
| Commissioner David | Voted --- Yes | Commissioner Wagner | Voted --- Yes |
| Commissioner Hansen | Voted --- Yes | 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 September 26, 2019.

10. Commissioner Marsh made the motion to approve the FY2020 Budget. Seconded by Commissioner Clay, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Marsh	Voted --- Yes
Commissioner Chenoweth	Voted --- A&E	Commissioner Stinson	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	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 September 26, 2019.

11. Commissioner Holmes made the motion to approve AGJ Systems to dispose of Computer Equipment no longer usable. Seconded by Commissioner Clay, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Marsh	Voted --- Yes
Commissioner Chenoweth	Voted --- A&E	Commissioner Stinson	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	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 September 26, 2019.

(Commissioner Henderson made a comment about having hard-drive disposal witnessed)

12. 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.

13. Commissioner Todd made the motion to approve the FY2020 Media Plan. Seconded by Commissioner Stinson, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Marsh	Voted --- Yes
Commissioner Chenoweth	Voted --- A&E	Commissioner Stinson	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	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 September 26, 2019.

14. Commissioner Cracchiolo made the motion to approve the Fahlgren Mortine Agreement as presented.

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

Commissioner Carter	Voted --- A&E	Commissioner Marsh	Voted --- Yes
Commissioner Chenoweth	Voted --- A&E	Commissioner Stinson	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	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 September 26, 2019.

15. Commissioner Stinson made the motion to approve the TravMedia Agreement as presented. Seconded by Commissioner Henderson, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Marsh	Voted --- Yes
Commissioner Chenoweth	Voted --- A&E	Commissioner Stinson	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	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 September 26, 2019.

16. Commissioner Wagner made the motion to approve the Kliman Group, Inc. Agreement as presented.

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

Commissioner Carter	Voted --- A&E	Commissioner Marsh	Voted --- Yes
Commissioner Chenoweth	Voted --- A&E	Commissioner Stinson	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	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 September 26, 2019.

17. Commissioner Henderson made the motion to approve the Restricted Use of Brand Licensing Agreement as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Marsh	Voted --- Yes
Commissioner Chenoweth	Voted --- A&E	Commissioner Stinson	Voted --- Yes
Commissioner Cracchiolo	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	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 September 26, 2019.

18. Reminders

- Harrison County Board of Supervisors
Monday, October 14, 2019 9:30am Judicial Courthouse in Biloxi
- Hancock County Board of Supervisors
Monday, October 21, 2019 9:00am Hancock County Government Annex
- Coastal Mississippi Monthly Board Meeting- October 2019
Wednesday, October 30, 2019 3:00pm – 4:30pm Coastal Mississippi Board Room
- Jackson County Board of Supervisors
Monday, November 4, 2019 9:00am County Government Office- Pascagoula

19. Commissioner David made the motion to adjourn the meeting. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Stinson	Voted ---- Yes
Commissioner Cracchiolo	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	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 September 26, 2019.

COASTAL MISSISSIPPI Board of Commissioners Meeting

CEO REPORT September 2019

Milton Segarra, CDME
9.26.19



INDUSTRY / BUSINESS DEVELOPMENT

Mississippi Tourism Association- Strategic Planning Committee Meeting	USM- Blue Economy & Visitors Economy Discussion
Travis Lunn, The Beau Rivage and GCBC meeting	Development Master Plan Committee Meeting
Rapiscan Systems Classic Board Meeting	Simpleview - New Web Site
Media Plan Development - Peter Mayer	Ashley Edwards, GCBC - TIP Project

CITY - COUNTY - STATE

State of the County- Hancock County

COMMUNITY

Centennial Plaza Presentation

MEDIA

WLOX News This Week with Dave Elliott
Recording of *The Weekly Show*
New Food Economy Interview
El Nuevo Día (The New Day) - Interview in Puerto Rico

UPCOMING

Coast Electric Power Association Presentation	Customer Advisory Board - Oct. 16-18, 2019
Board of Supervisors- FY20 Business Plan and Budget Presentation	Annual Meeting - Nov. 7, 2019
➤ Harrison County- Monday, October 14 th	
➤ Hancock County- Monday, October 21 st	
➤ Jackson County- Monday, November 4 th	

CEO MONTHLY MEETINGS – September 2019



January – August (YTD)
Historical KPI's Comparison

	2016	2017	2018	2019
All Rooms Sold	2,256,788	2,397,716	2,446,461	2,438,120
Occupancy	60.4 %	61.3%	64.0%	64.5%
All Occupancy	74.42%	75.45%	77.11%	76.58%
ADR	\$88.22	\$92.69	\$94.81	\$94.41
All ADR	\$80.82	\$82.23	\$84.39	\$90.28
RevPAR	\$53.29	\$56.80	\$60.64	\$60.91
Supply	3,548,217	3,639,303	3,633,336	3,654,793
Demand	2,143,414	2,230,224	2,323,651	2,357,769
Revenue	\$189,094,923	\$206,715,836	\$220,313,084	\$222,601,903

**THANK
YOU**

