

## COASTAL MISSISSIPPI BOARD MEETING

March 22, 2021

### OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, March 22, 2021 at 3:00 p.m. at Coastal Mississippi located at 2350 Beach Blvd., Biloxi, MS 39531

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

Commissioners Absent: Rob Stinson, Secretary

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

Others Present: Hugh Keating, Legal Counsel; Advisory Member: Mike Davis, IP Casino Resort Spa; Lindsey Ward, Southern MS Planning and Development District; Kelli Lyons, AVL

President Cracchiolo Spain called the meeting to Order.

1. Commissioner Hansen made the motion to accept the agenda with the following amendment: add Fahlgren Mortine Renewal Agreement under the Marketing Committee Report. 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 ---- A&E
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 March 22, 2021.

2. Commissioner Marsh made the motion to amend the meeting minutes from the February 25, 2021 Coastal Mississippi Board Meeting with the following change: Item #28- Change "Direct Link" to "Direct Report". Seconded by Commissioner Fritz, the president called the question, with the following results:

Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Opposed
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- A&E
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 ---- Opposed
Commissioner Marsh	Voted ---- Yes	Commissioner Williams	Voted ---- Opposed

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 22, 2021.

3. Commissioner Fritz made the motion to accept the amended meeting minutes from the February 25, 2021 Coastal Mississippi Board Meeting. 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 ---- A&E
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 March 22, 2021.

4. President's Report:

- Recognized and welcomed Advisory Members and Guests

5. EDA Grant Update was given by Lindsey Ward, Southern Planning and Development District

6. Coastal Mississippi CEO Report:

- Presented Monthly Report (attached)

7. Kelli Lyons with AVL presented the Coastal Mississippi FY2020 Audit. The Audit was presented with no findings. Commissioner Marsh made the motion to accept the Audit 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 ---- A&E
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 March 22, 2021.

8. Commissioner Todd gave a brief financial report.

9. Commissioner Todd made the motion to approve the Financial Statements as of February 28, 2021. 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 ---- A&E
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 March 22, 2021.

10. Commissioner Holmes made the motion to ratify the check/EFT disbursements on Operating Account totaling \$279,316.10, ratify the check/EFT disbursements on the Grant Account totaling \$2,175.00 and ratify the expenses paid by credit card totaling \$9,774.47. 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 ---- A&E
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 March 22, 2021.

11. Commissioner Hansen made the motion to accept the Governance Committee's recommendations below regarding the equality of appointments to Commission Committees:

Motion: For the purposes of

- 1) Ensuring there is opportunity for representation from all three counties on all committees.
- 2) Ensuring equal opportunity to each individual Commissioner to serve in leadership and decision impacting roles.
- 3) Providing the opportunity for diversity and inclusion among the Commissioners in same.
- 4) Equalizing the balance of the Commission Committees in order to equitably serve the public it Represents.
- 5) Ensuring that committee representation does not circumvent the intent of the enabling legislation.

Effective July 1, 2021 so as to not change current committees in place:

- 1) All Commissioners shall serve on not less than and not more than two \*standing committees.
- 2) No Commissioner can serve as the chair of the same committee for two consecutive years.
- 3) All \*standing committees shall have five members who are Commissioners with one being a Jackson County appointee, one being a Hancock County appointee and three being Harrison County appointees.
- 4) No one shall serve on both Finance and Audit committees in the same year.
- 5) Executive Committee members may not serve on the Nominating Committee.
- 6) The Finance Committee Chair shall be the Treasurer or Vice-Treasurer (if there is one).
- 7) No Officer shall serve in the same position for more than two consecutive years.
- 8) The office of President shall rotate so that a Jackson County appointee serves one year out of every five years, a Hancock County appointee serves one year out of every five years and a Harrison County appointee serves three years out of every five years.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted March 22, 2021.

12. Commissioner Dane gave a brief recap of the Tourism Engagement Committee Meeting and gave an update on the Hall of Fame Event.

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

14. Commissioner Holmes made the motion to approve the Rapisan Systems Classic PGA Tour Sponsorship Agreement as presented (attached). Seconded by Commissioner Dane, the president called the question, with the following results:

Commissioner Dane	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Stinson	Voted --- A&E
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 March 22, 2021.

15. Commissioner Moon made the motion to approve the Expedia Promotion from April – June 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 --- A&E

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 March 22, 2021.

16. Commissioner Westfall made the motion to approve the Peter Mayer Special Support Media Plan for April – July 2021 as presented (attached). 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 --- A&E
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 March 22, 2021.

17. Commissioner Hansen made the motion to approve the Group Incentive Request for the USSSA Youth Baseball Global World Series 2021 for three weeks: June 23-27, June 30-July 4, and July 7-11 up to \$10,000. 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 --- A&E
Commissioner Fritz	Voted --- Opposed	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 March 22, 2021.

18. Commissioner Moon made the motion to approve the Marketing and Sales Committee recommendation of a policy that any groups who have previously booked and incentives approved whose attendance is being impacted by Covid and that hotel properties are also not penalizing, that subject to a reasonable request as determined by staff, we will revise the room night requirement to receive the incentive. 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 --- A&E
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 March 22, 2021.

19. Commissioner Holmes made the motion to approve the Fahlgren Mortine Renewal Agreement beginning October 1, 2021 for two years. 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 --- A&E
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 March 22, 2021.

20. Commissioner Holmes made the motion to approve the RFQ/RFP timeline for a Social Media Agency (attached). Seconded by Commissioner Dane, the president called the question, with the following results:

Commissioner Dane	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- A&E
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 March 22, 2021.

21. Commissioner Wagner made the motion to approve The Gulf Coast Girl License Agreement for Right of Use in Advertising and Marketing Programs (attached). 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 ---- A&E
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 March 22, 2021.

22. Commissioner Wagner made the motion to approve the Cascio-Sanford Government Law Group Addendum to increase the amount of expenses which may be charged to and reimbursed by Coastal Mississippi to the aggregate sum of \$6,000 during the contract period, which expenses may be incurred without prior approval by the Board (attached). 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 ---- A&E
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 March 22, 2021.

23. Commissioner Wagner made the motion to authorize Legal Counsel to draft an amendment to the Peter Mayer Incentive Performance Provision of the Peter Mayer Agreement based on the recommendation and verbiage provided by Board Vice President- Commissioner Henderson. 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 ---- A&E
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 March 22, 2021.

24. Commissioner Moon made the motion to approve the Expedia Group Insertion Order- Terms and Conditions as presented (attached). 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 --- A&E
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 March 22, 2021.

25. Commissioner Holmes made the motion for the Commission to acknowledge receipt of CEO's Personal Performance Review. 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 --- A&E
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 March 22, 2021.

26. Commissioner Moon made the motion to authorize expenditure amounts up to \$2500 each for the April Board Meeting being held in Jackson County and the May Board Meeting being held in Hancock County. 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 --- A&E
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 March 22, 2021.

27. Commissioner Wagner made the motion to approve a \$125.00 Audio Visual On-Site Set-Up fee charged by the Mississippi Coast Convention Center for any Coastal Mississippi meetings held in the Convention Center. This fee covers set up time/breakdown, consumables such as batteries and gaff tape, wear and tear, etc. 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 --- A&E
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 March 22, 2021.

## 28. Reminders

Coastal Mississippi Monthly Board Meeting- April 2021

Thursday, April 29, 2021 3:00pm – 4:30pm Jackson County- Grand Magnolia (Pascagoula)

Coastal Mississippi Monthly Board Meeting- May 2021

Thursday, May 20, 2021 11:30am – 1:30pm Hancock County- Hollywood Casino

29. Commissioner Hansen made the motion to adjourn the meeting at 5:01pm. 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 ---- A&E
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 March 22, 2021.

## COASTAL MISSISSIPPI Board of Commissioners Meeting

### CEO REPORT March 2021

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**Milton Segarra, CDME**  
**3.22.21**



### Past Meetings

- Mississippi Aquarium/Ole Miss Strategic Partnership
- Gulfport-Biloxi Regional Airport Authority- Board Presentation
- Rapiscan Systems Classic- Board Meeting and Pro-Am Discussion
- Mississippi DMO Legislative Committee Updates
- DestinationNext- Future Study Interview
- U.S. Travel Association- Board Meeting in Tampa
- Destination Capitol Hill- USTA Event with Washington D.C. Legislators

### Upcoming Meetings

- Mississippi Coast Coliseum and Convention Center Board Meeting
- MTA Day at Capitol
- Coastal Mississippi Jackson Events- March 24/25
  - Individual Meetings with Legislators
  - Coastal Mississippi Sponsored Dinner for Legislators
  - Coastal Mississippi Presentation for Gulf Coast Delegation
- Mississippi Hotel and Lodging Association Meeting
- Gulfport-Biloxi International Airport Round-Table: Coastal Mississippi Sponsored Dinner Event
- DI- Equality, Diversity & Inclusion CEO Engagement Sub-Committee Meeting
- DI International and DI Foundation Q1 Joint Board Meeting

### Media

- WXXV- Tourism Updates and Research
- MPB- Mississippi Edition: Restoration of Gulf Coast Passenger Rail Service and Economic Impact



### CEO MONTHLY MEETINGS – March 2021

**THANK  
YOU**







P.O. Box 7362, D'Iberville, MS 39540  
228.896.6365

**Rapiscan Systems Charity Challenge**  
March 24 & March 25, 2021 | Fallen Oak  
[www.rapiscansystemsclassic.com](http://www.rapiscansystemsclassic.com)

**2021 Sponsorship Agreement**  
**Coastal Mississippi**

**Exhibit A – Additional Inventory**

**PGA TOUR Champions Learning Center**

- A Golf Channel produced show featuring PGA TOUR Champions professionals providing golf tips and lessons to the international golf audience
- Producer to film segments for Golf Channel during week of 2021 Rapiscan Systems Classic Challenge at Fallen Oak
- Ability to tie-in the destination, "Coastal Mississippi" to the program
- Ability for Milton Segarra to film a :10 sec lead-in equivalent or welcome message for the show that mentions the destination and includes logo awareness
- Producer instructed to ask the PGA TOUR Champions professionals questions about Fallen Oak, golf in Coastal Mississippi and the destination to create a story within a story
- "Playing Lessons with the Pros" segment where we can direct Producer to Coastal Mississippi's pro-am foursome on Wednesday, 3/24 for additional exposure
- Segment to live on Golf Channel's PGA TOUR Champions Learning Center website

**Additional Benefits:**

- Ability to invite Coastal Mississippi Board Members or other VIP guests to entertain at the Pro-am Reception; number of invitations to be mutually agreed upon
- Sponsorship of a "Closest-to-Pin" challenge on the par-3 8<sup>th</sup> Hole on both pro-am days
  - Signage, logo awareness, a travel prize pack and social media support
  - 208 amateurs from the tournament's Consortium sponsors will participate
  - Roughly 90% of the players are not local to Coastal Mississippi
- Tournament to support Coastal Mississippi on all social media platforms

**Sponsor to Provide:**

- A total annual cash sponsorship fee in the amount of \$25,575





# Coastal Mississippi

## FY21: Incremental Budget Media Approach

March 19, 2021



# Overview

## Situational Overview

- Current FY21 January – September General Leisure campaign budget is \$464,611 (excludes Meetings & Conventions)
- This represents half of what we had allocated, pre-COVID, to the January – September FY20 media plan
- In order to boost lagging booking projections, **we recommend adding \$230,756** to the current media plan, with a focus on the April – July time period
- The following slides outline our strategy and budget allocation recommendations



## Parameters

- Markets:
  - Drive
  - Fly
- Timing: April 1 – July 31
- Target Audiences:
  - Ready to Go Travelers (General)
  - Gaming
  - Outdoor Activities
- Objective: Drive additional awareness and consideration, as measured by ad delivery and, where measurable, on-site engagement
- Plan Impact: This is incremental budget which would be layered on top of the current plan

Gaming



Outdoor Activities



**Commonalities: Strong interest in leisure travel**

+ Preferred Vacation  
Activity: Gambling  
(Gaming)

+ Preferred Vacation  
Activity: Hiking, Biking,  
Camping, Boating



## Media Approach

- Investigate higher-funnel tactics that are not currently on the plan, but would allow for additional reach and drive consideration
- Evaluate current campaign to determine most efficient components that could benefit from additional presence





# Recommendation



## Broadcast Television



- Overview:
  - We evaluated four different broadcast scenarios, with variances based on market mix, GRP levels, and ad length rotation
  - Our recommendation is to invest in broadcast television :30 and :15 spots across our drive markets, with heavy-ups in our top three markets: New Orleans, Jackson, and Mobile-Pensacola
  - The recommended flighting and points is on the following slide
- Rationale:
  - Television is a bedrock media tactic for generating awareness and achieving reach against most target audiences,
  - Fills in the gap left by our currently-planned OTT/CTV video buy, which ends in mid-April and returns in mid-July
  - 60% allocation to :30 spots ensures that we are allowing for ample re-education on the brand given that we've been off broadcast television for quite some time. The remaining 40% will be allocated to :15s, which will serve as shorter-burst reminders.
- **Budget: \$198,892**
  - Includes Nielsen book fees



## Broadcast Television



Market	5-Apr	12-Apr	19-Apr	26-Apr	3-May	10-May	17-May	24-May	31-May	7-Jun	14-Jun	21-Jun	28-Jun	5-Jul	12-Jul	19-Jul	Total GRPs	Total Cost
Baton Rouge	0	50	50	0	0	50	50	0	0	50	50	0	0	50	50	0	400	\$ 37,427.20
Columbus-Tupelo	0	50	50	0	0	50	50	0	0	50	50	0	0	50	50	0	400	\$ 13,402.98
Jackson, MS	0	75	50	0	0	75	50	0	0	75	50	0	0	75	50	0	500	\$ 28,449.73
Lafayette	0	50	50	0	0	50	50	0	0	50	50	0	0	50	50	0	400	\$ 22,917.84
Laurel - Hattiesburg	0	50	50	0	0	50	50	0	0	50	50	0	0	50	50	0	400	\$ 14,461.95
Mobile-Pensacola	0	75	50	0	0	75	50	0	0	75	50	0	0	75	50	0	500	\$ 39,809.86
New Orleans	0	75	50	0	0	75	50	0	0	75	50	0	0	75	50	0	500	\$ 36,787.08
																	Media Total	\$ 193,256.64
																	Nielsen Books	\$ 5,635.00
																	Grand Total	\$ 198,891.64

- Mix of dayparts aligning with target audience's viewership habits, with a focus on Early Morning News, Evening News, Primetime, and Late News
- Weekly points as outlined above is adequate given the length of the flight
- Pulsing allows us to stretch the budget while building frequency and recall across all our key Drive markets, with additional points in Jackson, Mobile-Pensacola, and New Orleans
  - The decision to allocate more budget to the latter three is based on population size as well as historical overnight visitation





## Google Display

- Overview:
  - Current Google Display buy scheduled to consistently run across Drive and Fly markets through September
  - That said, the current campaign has room to scale across both Drive and Fly. Our current share of ad impressions is <10%. Incremental funds will allow us to gain additional reach
  - We recommend an incremental investment of \$5,167 to allow for further scaling
- Rationale:
  - Proven on-site engagement driver
  - Agency-managed platform allows for increased flexibility in terms of timing, budget allocation, and creative rotation perspective
  - Variety of placement and content types, coupled with Google's robust data library, allows for effective targeting
- **Incremental Budget: \$5,167**
  - 65% allocated to Drive, 35% to Fly
  - Budgets can shift seamlessly based on actual performance





## Google Paid Search

- Overview:
  - Current Google Paid Search buy scheduled to consistently run across Drive and Fly markets through September
  - That said, the current campaign has room to scale across both market groupings. Our current share of ad impressions is 20-30%. Incremental funds will allow us to gain additional reach
  - We recommend an incremental investment of \$26,696 to allow for further scaling
- Rationale:
  - Proven on-site engagement driver
  - Agency-managed platform allows for increased flexibility in terms of timing, and budget allocation
  - Allows us to reach people actively seeking out relevant travel topics
- **Incremental Budget: \$26,696**
  - 49% allocated to Drive, 51% to Fly
  - Budgets can shift seamlessly based on actual performance





## Incremental Budget Summary

Tactic	Market	Incremental Budget	Incremental Coverage
Broadcast TV	Drive	\$198,892	3,100 GRPs
Google Display	Drive	\$3,337	1,708,735 Impressions
	Fly	\$1,830	766,256 Impressions
Google Search	Drive	\$13,205	15,375 Clicks
	Fly	\$13,491	4,922 Clicks
Grand Total		\$230,755	

- Budget recommendation allows us to expand reach across both upper and lower-funnel tactics
- These tactics complement each other, and work seamlessly within the context of the current campaign



## Investment Spend Recap (April – July 2021)

Incremental media/gross		\$230,756
<b>Estimated agency hourlies</b> (not currently covered by the FY21 SOW) <ul style="list-style-type: none"> <li>Includes broadcast media buying</li> <li>Includes RFP process, negotiations, putting buys together by market, buy maintenance, makegoods, invoice approvals, etc.</li> <li>Includes additional project management time to fulfill plan</li> </ul>		\$15,000
<b>Estimated additional broadcast video usage</b> <ul style="list-style-type: none"> <li>Still waiting on final usage estimate</li> </ul>		\$20,000*
<b>Contingency</b>		\$10,000
<b>TOTAL</b>		\$275,756

\*Video usage fees cover the rights and usage for the talent featured in the spot. Current usage for Don't Ruin It TV spots **only** covers digital placements, and we will incur an additional charge for using them on traditional broadcast. These funds were not accounted for in the original FY21 budget because the original plan only utilized digital TV vendors.

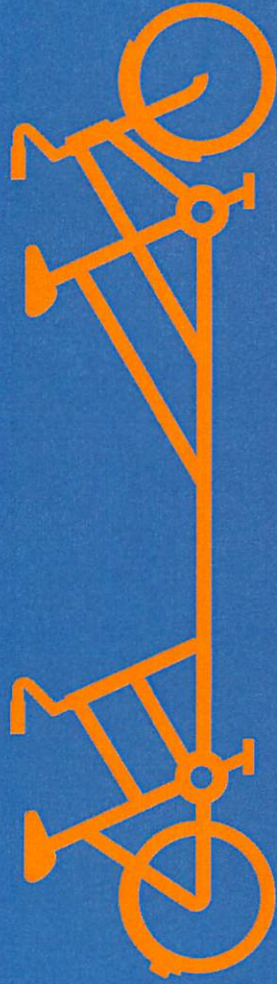


## Next Steps

- Client to provide feedback on media plan approach
- Agency to adjust plan approach based on feedback
- Agency to finalize and implement incremental plan







**Never Not Together**

**PETERMAYER**



## **Social Media Agency RFP 2021 Timeline**

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<b>Monday, May 3</b>	RFP Issued
<b>Friday, May 21</b>	Agency Questions Due to Coastal Mississippi
<b>Tuesday, May 25</b>	Answers Posted
<b>Monday, June 14</b>	RFP Due to Coastal Mississippi
<b>Tuesday, June 15</b>	Submitted Proposals Evaluated by Marketing Committee & Select Staff
<b>Wednesday, June 16</b>	Coastal Mississippi Notifies Respondents Selected to Make Oral Presentations
<b>Wednesday, June 30</b>	Agency Oral Presentations to Coastal Mississippi Board of Commissioners & Select Staff
<b>Thursday, July 1</b>	Coastal Mississippi Notifies Agency Selected
<b>Wed, July 2 – Wed, July 28</b>	Contract Negotiations
<b>Thu, July 29</b>	Agency Contract Presented to BOC for Approval
<b>Aug 1 – Sept 30</b>	Transition Period

## AGREEMENT FOR USE

WHEREAS, MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI desires to use and incorporate the composition "Gulf Coast Girl" performed by Caroline Jones and The Pelicanaires and written by Jimmy Buffet and Mac McAnally into an advertising and marketing campaign produced by and for the benefit of COASTAL MISSISSIPPI; and,

WHEREAS, MAILBOAT RECORDS/CORAL REEFER MUSIC/MAD CRACKER MUSIC possess and control the right to use the composition "Gulf Coast Girl" and said entities require written authorization and consent prior to the use thereof; and,

WHEREAS, MAILBOAT RECORDS has full authority to execute this agreement for and on behalf of MAILBOAT RECORDS/CORAL REEFER MUSIC/MAD CRACKER MUSIC;

NOW, THEREFORE, in consideration of the mutual promises and covenants set forth herein, MAILBOAT RECORDS/CORAL REEFER MUSIC/MAD CRACKER MUSIC do hereby authorize COASTAL MISSISSIPPI to use and incorporate the composition "Gulf Coast Girl" performed by Caroline Jones and The Pelicanaires and written by Jimmy Buffet and Mac McAnally into an advertising and marketing campaign produced by and for the benefit of COASTAL MISSISSIPPI provided that credit shall be given to "Gulf Coast Girl by Caroline Jones & The Pelicanaires" wherever possible and MAILBOAT RECORDS/CORAL REEFER MUSIC/MAD CRACKER MUSIC shall be given an opportunity to view the spot before its distribution.

WITNESS our signatures this, the \_\_\_\_\_ day of March, 2021.

MAILBOAT RECORDS

COASTAL MISSISSIPPI

BY: \_\_\_\_\_

BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

TITLE: \_\_\_\_\_

## ADDENDUM TO AGREEMENT FOR SERVICES

For and in consideration of the mutual promises and covenants set forth in that certain Agreement for Services (Agreement) entered into by and between Cascio Sanford Government Law Group, PLLC (Contractor) and the Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi (Client), a copy of which is attached hereto and incorporated herein by reference, the undersigned do hereby covenant and agree as follows, to-wit:

Client agrees to increase the amount of expenses which may be charged to and reimbursed by Client to the aggregate sum of \$6,000.00 during the contract period, which expenses may be incurred without prior approval by the Client.

Contractor agrees to seek and obtain prior approval for any expenses identified in the Agreement in the event such will exceed the aggregate sum of \$6,000.00 during the contract period.

Witness our signatures, this the 23<sup>rd</sup> day of March, 2021.

CONTRACTOR:

Cascio Sanford Government Law Group

By: Gordon Sanford - KLSH

By: Jamario Casio

Title: Member

Title: Member

CLIENT:

Mississippi Gulf Coast Regional Convention &  
Visitors Bureau d/b/a Coastal Mississippi



Campaign Information	
Campaign Name	Coastal MS COVID-19 Tourism Recovery Q2 2021 Campaign
IO #	285700-2832248611
IO Date	3/17/21
Oracle ID #	2756170
Bill to	Advertiser
Currency	USD
Expedia Contact Title	Mary Elizabeth Mosby
Phone	Account Executive
Fax	
Email	mamosby@expediagroup.com

Advertiser Contact Information	
Advertiser	Mississippi Gulf Coast Convention & Visitors Bureau
Contact Name	Milton Segarra
Title	President & CEO
Address	2350 Beach Blvd Suite A Biloxi Mississippi 39531 UNITED STATES
Email	milton@gulfcoast.org
Phone	228.280.3132
Fax	

Agency Contact Information	
Agency	
Contact Name	
Title	
Address	
Email	
Phone	
Fax	

Overview			
Site	Impressions	Gross Value	Net Value
Expedia Brands Portfolio (USA)	1,560,606	\$13,000	\$13,000
Expedia.com (USA)	942,528	\$24,000	\$24,000
Travelocity.com (USA)	318,182	\$7,000	\$7,000
Vrbo.com (USA)	272,727	\$6,000	\$6,000
<b>Totals</b>	<b>3,094,043</b>	<b>\$50,000</b>	<b>\$50,000</b>

Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
Expedia.com (USA) us_en 1.172218805	400x225	Hotels Results Results Listing 1 Destination	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [Mississippi, Louisiana, Florida, Alabama, GPT, MSY, MOB, MYR, PNS, ECP]	4/1/21	6/30/21	275,862	\$29.00	\$29.00	\$8,000	\$8,000
Expedia.com (USA) us_en 2.172217406	160x600	ROS Results Right 1 & 2	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [GPT, MSY, MOB, MYR, PNS, ECP, BTR, LCH]	4/1/21	6/30/21	333,333	\$18.00	\$18.00	\$6,000	\$6,000
Expedia Brands Portfolio (USA) us_en 3.172217207	160x600, 300x250, 728x90	EBP **	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [GPT, MSY]	4/1/21	6/30/21	1,333,333	\$6.00	\$6.00	\$8,000	\$8,000

Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
Expedia Brands Portfolio (USA) us_en 4.172217107	160x600	EBP Flights + Hotels + Vacation Packages * Right 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [Mississippi, Louisiana, GPT, MYR]	4/1/21	6/30/21	227,273	\$22.00	\$22.00	\$5,000	\$5,000
Vrbo.com (USA) us_en 5.172218507	160x600	Vacation Rental Infosite/Details Right 1	Travel Geo IS [DEST - (Geo) TLA Destination] [MSY, GPT, PNS, ECP, MOB, MYR]	4/1/21	6/30/21	181,818	\$22.00	\$22.00	\$4,000	\$4,000
Travelocity.co m (USA) us_en 6.172382007	160x600	ROS Results Right 1 & 2	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [GPT, MSY, MOB, MYR, PNS, ECP, BTR, LCH]	4/1/21	6/30/21	181,818	\$22.00	\$22.00	\$4,000	\$4,000
Expedia.com (USA) us_en 7.172383605	160x600	Hotels Results Right 1	Travel Geo IS [TDEST - (Geo) TLA Purchased Trip Destinations] [MOB] OR Travel Geo - POI IS [TDEST - (POI) Purchased Trip Destination] [Mobile, Alabama, USA] OR Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [Louisiana, Mississippi, GPT, MYR, PNS]	7/1/21	7/31/21	333,333	\$30.00	\$30.00	\$10,000	\$10,000
Vrbo.com (USA) us_en 8.172383707	160x600	Vacation Rental Infosite/Details Right 1	Travel Geo IS [DEST - (Geo) TLA Destination] [MSY, GPT, PNS, ECP, MOB, MYR, LCH, BTR]	7/1/21	7/31/21	90,909	\$22.00	\$22.00	\$2,000	\$2,000
Travelocity.co m (USA) us_en 9.172383807	160x600	Hotels Results Right 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [Mississippi, GPT, MSY, MOB, MYR, PNS, ECP, BTR, LCH]	7/1/21	7/31/21	136,364	\$22.00	\$22.00	\$3,000	\$3,000



### Contract Based Billing Terms Defined

Direct Pre Bill	Customer to be billed for the full IO net value in the first month of the campaign. Delivery will not impact invoice amounts.
Direct Post Bill	Customer to be billed for the full IO net value in the last month of the campaign. The campaign cannot extend longer than the 3 months. Delivery will not impact invoice amounts.
Marketing Fund	The full IO net value will be deducted from the Customer's Marketing Fund account. Delivery will not impact invoice amounts. Customer will not receive any invoice for the campaign.
Special Bill	Billing terms that do not fall under other available contract based bill terms. IO require additional approval levels.

### Recipient of the Services and Party Responsible for Payment

Billing Contact Name	Milton Segarra
Billing Entity Name	Mississippi Gulf Coast Convention & Visitors Bureau
Legal Entity Name	
Customer/Bill To	Advertiser
Tax ID/Business Number	
Street	2350 Beach Blvd Suite A
City	Biloxi
State/Province	Mississippi
Country	UNITED STATES
Zip/Postal Code	39531
Email	milton@gulfcoast.org
Additional Emails	
Phone	228.280.3132
Billing Terms	Publisher Actuals Monthly
Payment Terms	Due Net 30 Days

### STANDARD ADVERTISING INSERTION ORDER

### Impression Based Billing Terms Defined

Publisher Actuals Monthly	Campaign billed monthly based on delivered impressions from Expedia Google Ad Manager (GAM) Ad Server.
Client Actuals Monthly	Campaign billed monthly based on delivered impressions from 3rd party Ad Server system. Customer must provide access to the 3rd party Ad Server or provide weekly and monthly reports. If Customer fails to provide access or weekly and monthly reports within 30 days of the end of the month, billing will be based on Publisher's ad server delivery counts.
Intercompany	Campaign sold to an Expedia subsidiary and billed monthly based on delivered impressions from Expedia GAM Ad Server via intercompany process. Expedia subsidiary will not receive any invoice for the campaign. Expedia GAM or Other 3rd Party System

Controlling  
Impression  
Measurement

### Special Billing Instructions

### Invoice Notes

### Special Campaign Implementation Instructions

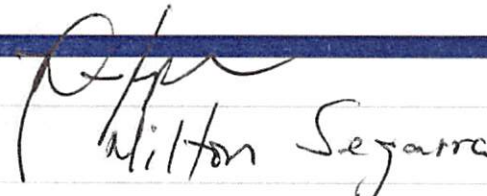


**Terms and Conditions**

1. Travelscape, LLC (doing business as "Expedia Group Media Solutions") is the provider of advertising services under this Insertion Order.
2. The parties agree that the recipient of the services provided by Expedia Group Media Solutions is the entity specified in the "Customer/Bill To" field in this Insertion Order.
3. If the recipient of the services is established or resident in Australia, the Insertion Order may only be executed if the customer is registered for Good and Services Tax (GST).
4. In the event that this Insertion Order is executed by a network or an advertising agency, then the terms and conditions of the IAB/AAA Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0, shall apply and be incorporated herein: <https://advertising.expedia.com/tools/termsconditions/>
5. In the event that this Insertion Order is executed by an advertiser, then the Direct Advertiser Standard Terms and Conditions at <https://advertising.expedia.com/tools/termsconditions/> shall apply. Such terms are based upon the IAB/AAA Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0.
6. In the event that this Insertion includes Travel Ads see the terms and conditions here <https://advertising.expedia.com/tools/termsconditions/>
7. In the event of any conflict between the terms of this insertion order and the Standard Terms and Conditions incorporated by reference herein, as applicable, the terms of this insertion order shall apply.
8. All IOs executed in North America, Central America, South America and the Asia-Pacific (APAC) Region will be governed by the laws of the State of Washington. Expedia Group Media Solutions and Advertiser agree that any claims, legal proceedings, or litigation arising in connection with the IO (including these Terms) will be brought solely in Washington Courts, and the parties consent to the jurisdiction of such courts. No modification of these Terms will be binding unless in writing and signed by both parties. If any provision herein is held to be unenforceable, the remaining provisions will remain in full force and effect. All rights and remedies hereunder are cumulative.
9. All IOs executed in EMEA (Europe, Middle East and Africa) Region will be governed by the laws of England and Wales. Expedia Group Media Solutions and Advertiser agree that any claims, legal proceedings, or litigation arising in connection with the IO (including these Terms) will be brought solely in English Courts, and the parties consent to the jurisdiction of such courts. No modification of these Terms will be binding unless in writing and signed by both parties. If any provision herein is held to be unenforceable, the remaining provisions will remain in full force and effect. All rights and remedies hereunder are cumulative.
10. A signed insertion order secures your impressions on a first come, first served basis. Actual availability is subject to change.
11. Complete technical specifications are available on request.
12. Emails are sold by quantity sent, not by impressions.
13. All creative units link within the Expedia Marketplace unless otherwise noted.
14. Payment by Marketing Funds: Any amounts owed by Advertiser to Expedia Group Media Solutions for media placement approved by Expedia may be credited against any available marketing fund provided pursuant to a separate agreement between Advertiser and Expedia Group Media Solutions or its Affiliates ("Marketing Fund"). Advertising placed by an Agency on behalf of an Advertiser shall not qualify for credit against any Marketing Fund. Any remaining amounts shall be invoiced to Advertiser paid as provided in this Insertion Order and/or the applicable standard terms and conditions.
15. Pixel Placement. If Advertiser or Agency is permitted to collect any information from users of any website of Media Company through a pixel, tag, or other tracking method ("Advertiser Tag") then (a) Advertiser shall provide Media Company with prior written notice of all information collected by the Advertiser Tag, (b) Advertiser shall not, without Media Company's prior written consent, (i) use information collected through the Advertiser Tag for any purpose other than delivering the Ads under this IO including but not limited to the delivery of ads for third parties; or (ii) share any information collected through the Advertiser Tags with any third party, and (c) Media Company may remove Advertiser Tags at any time in its sole discretion.
16. Payments shall be paid to Expedia Group Media Solutions in cleared funds, without any deduction or set-off, and exclusive of and without any deduction for, or on account of, any taxes, imports, duties, charges, fees, levy or withholdings of any kind required by applicable law. In the event that the Advertiser is required to make such a deduction or withholding, in no event shall the amount paid to Expedia Group Media Solutions in connection with this Agreement be less than the amounts that Expedia Group Media Solutions would have received absent such deduction or withholding.

**Australian Customers:** By signing this Insertion Order, you declare that you are registered for Goods and Services Tax (GST) and that you are entering into this arrangement for business purposes.

Customer \_\_\_\_\_

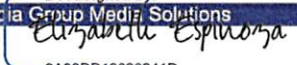
By (Signature)  \_\_\_\_\_

Name (Print) Milton Segarra

Title CEO

Date 3/22/21

DocuSigned by: \_\_\_\_\_

Expedia Group Media Solutions  \_\_\_\_\_

By (Signature) Elizabeth Espinoza

Name (Print) \_\_\_\_\_

Title \_\_\_\_\_

Date 3/23/2021