

COASTAL MISSISSIPPI BOARD MEETING

April 29, 2021

OFFICIAL MINUTES

The Coastal Mississippi Board met Thursday, April 29, 2021 at 3:00 p.m. at Grand Magnolia Ballroom and Suites located at 3604 Magnolia Street, Pascagoula, MS 39567 in Jackson County.

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

Commissioners Absent: Mary Cracchiolo Spain, President; 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; Je'Nell Blum, Dukes, Dukes, Keating and Faneca; Coastal Mississippi Advisory Members: Cami Cornfoot, Hancock County (via phone); Cynthia Sutton, Ocean Springs Chamber of Commerce, Tourism and Main Street; Gloria Frey, Coast Coliseum and Convention Center (via phone); Larry Ahlgren, Gulf Islands Waterpark (via phone); Mike Davis, IP Casino Resort Spa and Susan Perkins, MS Restaurant and Beverage Association (via phone); Jackson County Board of Supervisors: Barry Cumbest, Ken Taylor (via phone) and Randy Bosarge; Brian Fulton, Jackson County Administrator; Mayor Phil Torjusen, Gautier; Wayne Lennep, Moss Point Alderman; Michael Silverman, Pascagoula City Manager; Senator Jeremy England; Representative Charles Busby; Jerry St. Pé, Jackson County Economic Development Foundation; Sue Wright, City of Moss Point-Economic Development; Ashley Edwards, Gulf Coast Business Council; Tee McCovey, United Way for Jackson & George Counties; Rodger Wilder, Gulf Coast Community Foundation; Paige Roberts, Jackson County Chamber of Commerce; Richard Chenoweth, Scranton's Restaurant and Grand Magnolia Ballrooms and Suites; Chaille Munn, Gulfport-Biloxi Regional Airport Authority and Keith Wilson, Streetcar PR

Vice President Henderson called the meeting to Order.

1. Commissioner Hansen made the motion to accept the agenda as presented. Seconded by Commissioner Shoultz, the vice-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 vice-president declared the motion adopted April 29, 2021.

2. Commissioner Fritz made the motion to approve the meeting minutes from the March 22, 2021 Coastal Mississippi Board Meeting with the following amendments:
Item #11- Remove the last three items after #8 regarding the next Governance Committee Meeting, Standing Committees and Special Committee
Item #25- should read "Commissioner Holmes made the motion for the Commission to acknowledge receipt of the CEO's Personal Performance Review."

Seconded by Commissioner Shultz, the vice-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 vice-president declared the motion adopted April 29, 2021.

3. Vice-President's Report:
- Recognized and welcomed Advisory Members and Guests
4. Coastal Mississippi CEO Report:
- Presented Monthly Report (attached)
5. Commissioner Todd gave a brief financial report.

6. Commissioner Hansen made the motion to approve the Financial Statements as of March 31, 2021.
Seconded by Commissioner Marsh, the vice-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 vice-president declared the motion adopted April 29, 2021.

7. Commissioner Moon made the motion to ratify the check/EFT disbursements on Operating Account totaling \$283,381.59. Seconded by Commissioner Shultz, the vice-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 vice-president declared the motion adopted April 29, 2021.

8. Commissioner Westfall made the motion to ratify the credit of \$182.23 on the check/EFT disbursements on the Grant Account. Seconded by Commissioner Shoultz, the vice-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 vice-president declared the motion adopted April 29, 2021.

9. Commissioner Hansen made the motion to ratify the expenses paid by credit card totaling \$7,945.21. Seconded by Commissioner Shoultz, the vice-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 vice-president declared the motion adopted April 29, 2021.

10. Commissioner Dane gave a recap of the Tourism Engagement Committee Meeting and an update on the Hall of Fame Event which has been rescheduled to June 24th.

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

12. Commissioner Holmes made the motion to approve the Southern Gaming Summit Proposal as presented (attached). Seconded by Commissioner Marsh, the vice-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 vice-president declared the motion adopted April 29, 2021.

13. Commissioner Wagner made the motion to approve the two-year extension to the Peter Mayer Agreement commencing on October 1, 2021. Seconded by Commissioner Williams, the vice-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 vice-president declared the motion adopted April 29, 2021.

14. Commissioner Shoultz made the motion to approve the Social Media Services RFP Process and Procedure as presented. Seconded by Commissioner David, the vice-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 vice-president declared the motion adopted April 29, 2021.

15. Commissioner Holmes made the motion to approve an advertising budget up to \$1500 for the Social Media Services RFP. Seconded by Commissioner David, the vice-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 vice-president declared the motion adopted April 29, 2021.

16. Commissioner Hansen made the motion to approve a budget up to \$30,000 for production and distribution of a Video Mailer Sales Piece. Seconded by Commissioner Marsh, the vice-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 ---- 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 vice-president declared the motion adopted April 29, 2021.

17. Commissioner Wagner made the motion to approve the Gulf Coast Girl Video Media Plan and Budget for \$38,682. Seconded by Commissioner David, the vice-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 vice-president declared the motion adopted April 29, 2021.

18. Commissioner David made the motion to approve the Visit Mississippi-Madden Media-Epsilon Co-Op Opportunity for \$35,290. Seconded by Commissioner Todd, the vice-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 vice-president declared the motion adopted April 29, 2021.

19. Commissioner Shultz made the motion authorizing Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi to accept the EDA Grant Award of \$2,000,000 and also authorizing a match of \$500,000 for a total of \$2,500,000 (attached). Seconded by Commissioner Holmes, the vice-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 vice-president declared the motion adopted April 29, 2021.

20. Commissioner Hansen made the motion to approve the South Mississippi Business Machines Renewal Agreement as presented (attached). Seconded by Commissioner Shultz, the vice-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 vice-president declared the motion adopted April 29, 2021.

21. Commissioner Moon made the motion to approve the addendum to the Peter Mayer Advertising Agency Agreement establishing a formula calculating the performance incentive for the upcoming fiscal year as presented (attached). Seconded by Commissioner Todd, the vice-president called the question, with the following results:

Commissioner Dane	Voted ---- Opposed	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Stinson	Voted ---- A&E
Commissioner Fritz	Voted ---- Opposed	Commissioner Shultz	Voted ---- Opposed
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 vice-president declared the motion adopted April 29, 2021.

22. Commissioner David made the motion to approve the M2 Media Memorandum of Understanding as presented (attached). Seconded by Commissioner Moon, the vice-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 vice-president declared the motion adopted April 29, 2021.

23. Commissioner Marsh made the motion to approve the Revised Tuition Assistance Policy with the following revision: In the first sentence of the second paragraph, move the phrase "in advance" to follow "\$500 per course" (attached). Seconded by Commissioner Moon, the vice-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 vice-president declared the motion adopted April 29, 2021.

24. Commissioner Williams made the motion to rescind the resolution identified in Item #11 in the minutes of March 22, 2021. Seconded by Commissioner Moon, the vice-president called the question, with the following results:

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

Said motion failed as it was not approved by the required 2/3 vote of Commissioners present at this meeting.

Commissioner Williams then requested the rescission or amendment of the resolution identified as item #11 in the minutes of the March 22, 2021 meeting be placed for consideration on the agenda for the May 20, 2021 Board Meeting.

25. Advocacy Efforts Presentation by Patrick Clay, Director of Communications and Engagement.

26. Commissioner Moon made the motion to approve the salary range for the Director of Communications and Engagement position as presented. Seconded by Commissioner Hansen, the vice-president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the vice-president declared the motion adopted April 29, 2021.

27. Reminders

Coastal Mississippi Monthly Board Meeting- May 2021

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

28. Commissioner Wagner made the motion to adjourn the meeting at 5:35pm. Seconded by Commissioner Moon, the vice-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 vice-president declared the motion adopted April 29, 2021.

COASTAL MISSISSIPPI
Board of Commissioners Meeting

CEO REPORT
April 2021

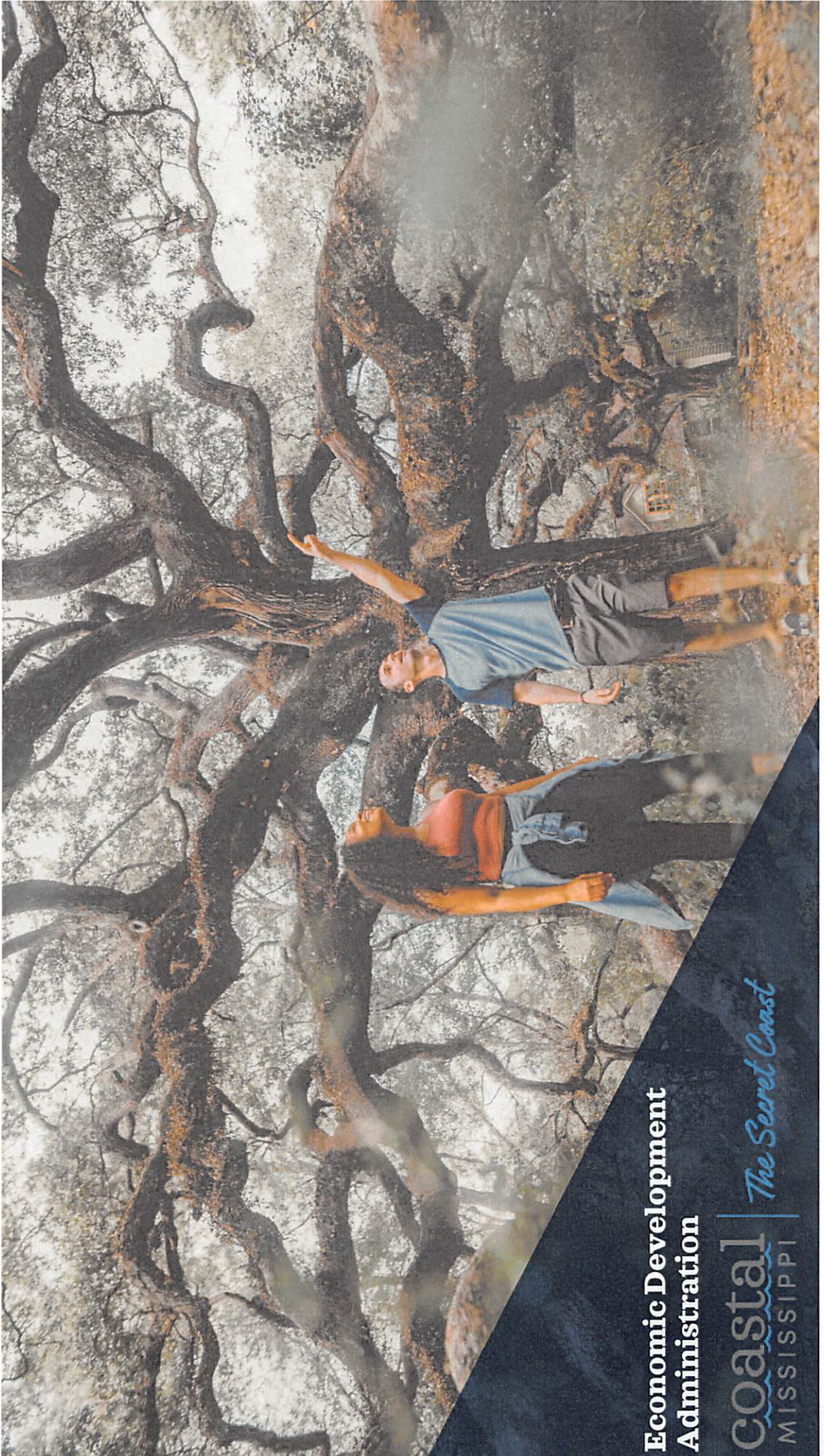
Milton Segarra, CDME
4.29.21



**MS Department
of Revenue**

*April 19, 2021
Meetings Recap*

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MISSISSIPPI



Economic Development
Administration

coastal | *The Secret Coast*
MISSISSIPPI

Economic Development Grant

- **BOC Resolution**
- **Compliance Meeting**
- **Destination Plan Review**

But we had a few
challenges.





Algae took over the Gulf.

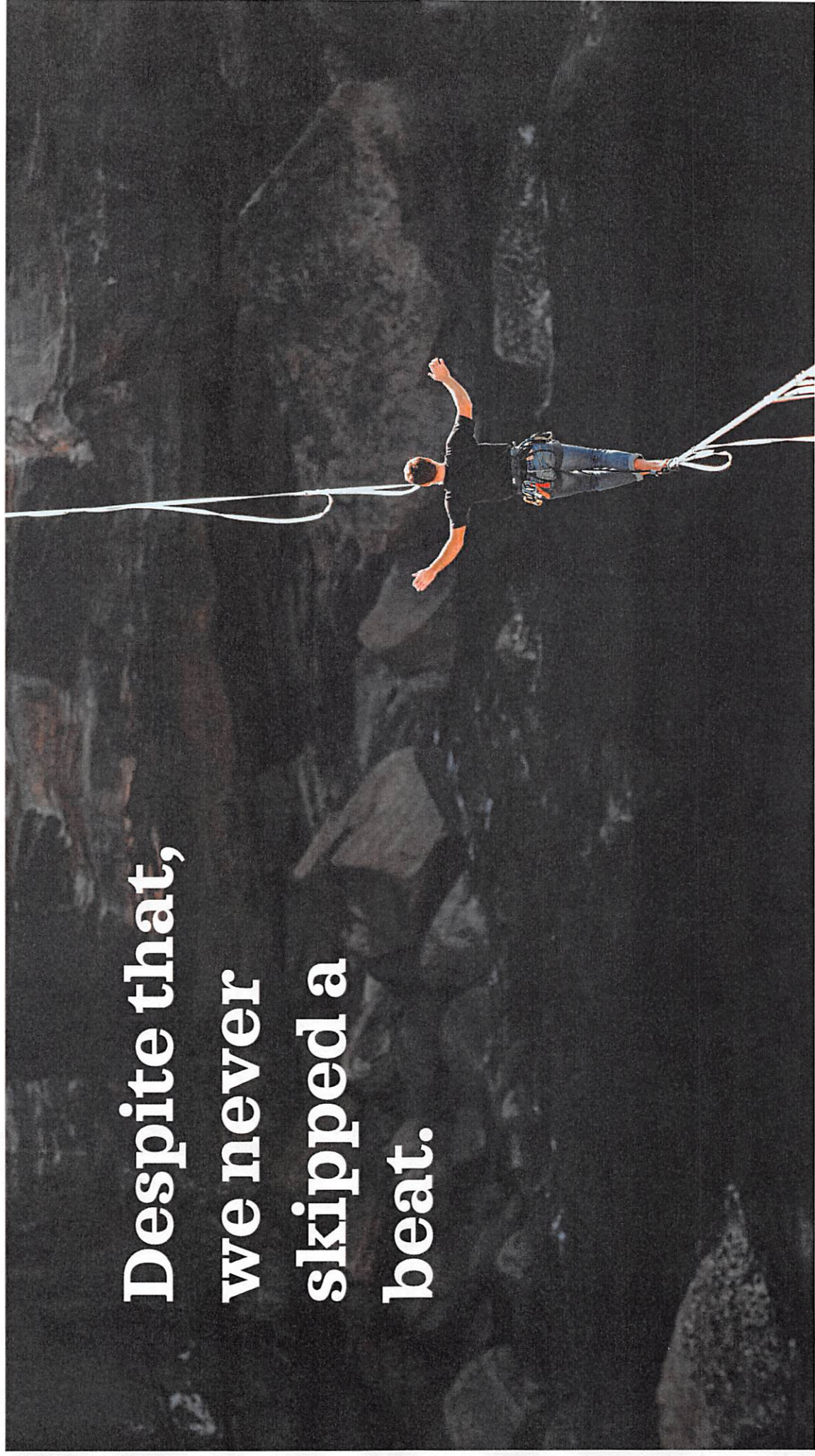


**Four hurricanes bore
down on the Coast.**

And COVID-19 arrived.



**Despite that,
we never
skipped a
beat.**



Selected Key Performance Indicators *January - March 2019 - 2021*

Occupancy (%)			
	2019	2020	2021
March	74.1	44.7	69.9
February	58.6	64.6	54.9
January	48.1	50.7	50.4

Selected Key Performance Indicators

January - March 2019 - 2021

ADR			
	2019	2020	2021
March	\$92.87	\$86.28	\$89.13
February	\$82.16	\$84.14	\$77.88
January	\$74.85	\$76.39	\$73.82

Selected Key Performance Indicators

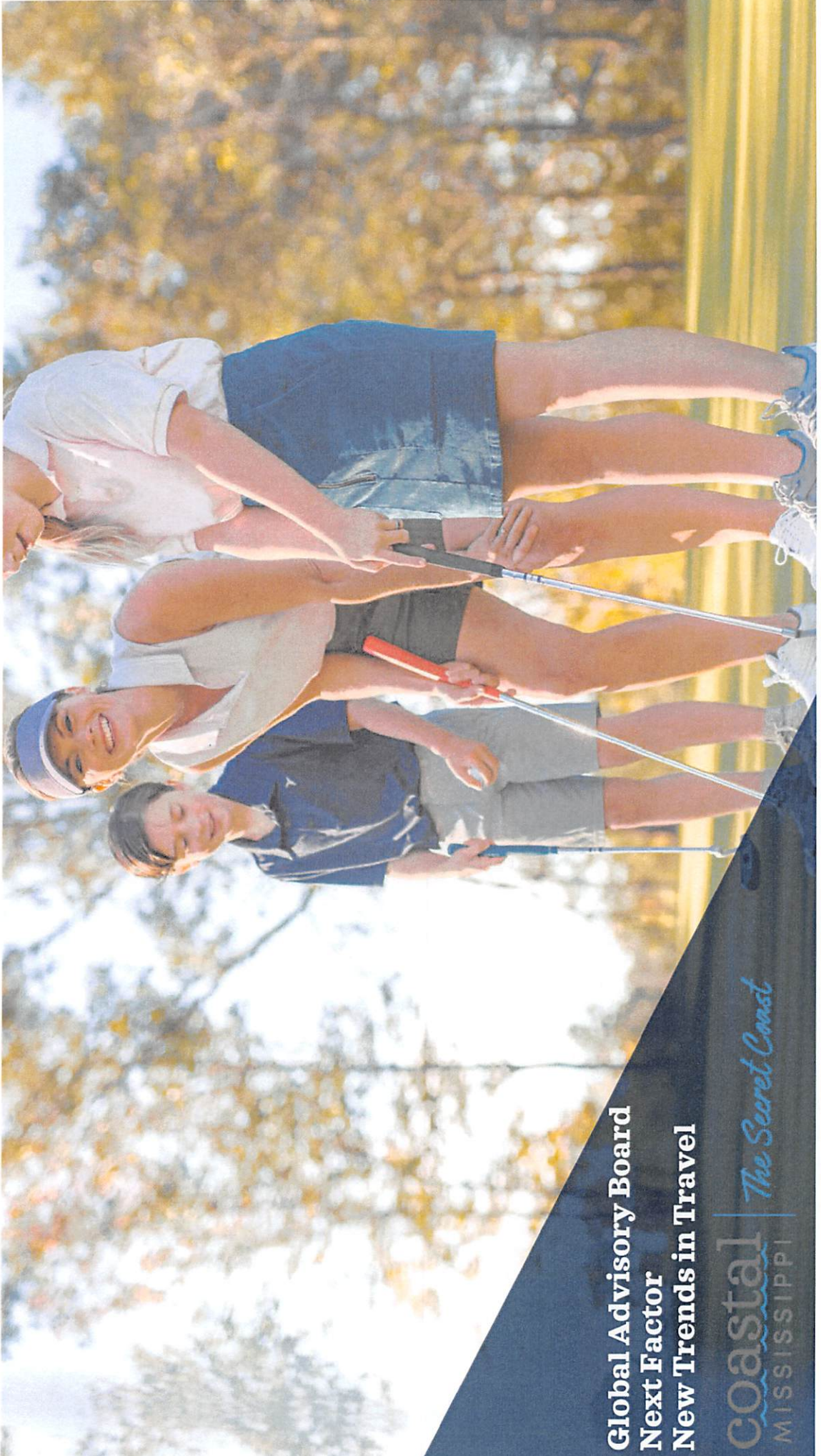
January - March 2019 - 2021

Demand			
	2019	2020	2021
March	343,956	214,870	331,909
February	245,843	280,376	235,726
January	223,439	242,915	239,269

Selected Key Performance Indicators

January - March 2019 - 2021

Revenue			
	2019	2020	2021
March	\$31.9M	\$18.5M	\$29.6M
February	\$20.2M	\$23.6M	\$18.4M
January	\$16.7M	\$18.6M	\$17.7M



Global Advisory Board
Next Factor
New Trends in Travel

coastal | *The Secret Coast*
MISSISSIPPI

New Trends in Travel

Industry

- Better government, community & industry alignment provides greatest opportunities for each
- New KPIs re: sustainability and diversity

Community

- Resident sentiment a key KPI; and “localhood” is now mainstream
- Rise/fall of nighttime economy and impact on destination brand
- Communities seeing a surge of new WFH residents

Customer (Leisure)

- Shift to domestic travel will be long-term
- Travelers want assurances of health and safety
- Increase in demand for purposeful travel

New Trends in Travel

Customer (Business)

- Hybrid meetings and digital tools are impacting corporate travel and business events in profound ways
- Mandatory health screenings
- Shared risk management is a priority

Technology

- Covid accelerated ecommerce
- Privacy a bigger priority
- Predictive AI

Policy & Economics

- Focus on attracting high-value leisure and business visitors aligned with cultural values and economic priorities

New Trends in Travel

Destination Management

- Expand networks with advanced & creative industries: “We are economic development”
- Expand networks with health and safety organizations
- Increase support for small business and community groups
- Increase advocacy for opening cross-border trade & travel

Destination Marketing

- Promote the community, not the destination; be known for something, not just be known
- Develop messaging for high-value leisure and business travelers
- Rework segmentation strategy to align with destination priorities

Destination Organization

- Redefine mandate and reorganize structure
- Improve equity & inclusion across organization and vendor base
- Invest in data management and digital distribution

MEETINGS

- MTA Special Board Meeting- CARES Act Funding
- Wayfinding Project- Conference Calls with Gulf Regional Planning Comm
- Mississippi DMO Legislative Committee Updates
- DestinationNext- Global Advisory Board Meeting
- Meeting with the Department of Revenue
- Meeting with the Mississippi International Sports Destination
- Mississippi Coast Coliseum and Convention Center Board Meeting

MEDIA INTERVIEWS

- WLOX
 - New CDC Guidelines and Increase in Travel
 - EDA Funding
 - National Travel and Tourism Week (*tomorrow*)
- Live Radio with Michael Patrick Shiels
 - Coastal Mississippi as a Destination and State of the Tourism Industry
- Coast Vue with Ricky Mathews



CEO MONTHLY MEETINGS – April 2021



Thank You

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MISSISSIPPI



2021 Sponsorship Opportunities

SGS 2021 Title Sponsor - ~~\$20,000~~ **\$10,000 for 2021**

- Full Page advertisement in Summit program (back cover)
 - Logo recognition on all signage and collateral for SGS 21
 - Logo in premium position on all available marketing and e-mail communications
 - Sponsorship recognition by MGHA Executives during Summit events
 - Sponsorship recognition on Home Page of Summit website
 - Logo and link to company website on Sponsorship Page of website
 - Logo in rotation during power point presentation at Session Breaks
 - (1) Display table in foyer of conference area for distribution of promotional materials
 - (1) Reserved table at the Hall of Fame Gala Dinner (seats 8)
 - (1) Reserved table at the GGW Women in Industry Luncheon (seats 8)
 - (1) Complimentary 4-man team entry to the Golf Tournament
 - (2) Complimentary Hole Signs at the Golf Tournament (1 position on "front 9" / 1 position on "back 9")
 - (4) Complimentary DELEGATE (CLE) PACKAGE** Registrations
- 25% discount on additional registrations

**Delegate Packages include admittance to the Welcome Reception, GGW Women in Industry Luncheon, Mix & Mingle events, the Keynote Speaker and Learning Sessions.



2021 Sponsorship Interest Form

(Please complete all fields and send to info@sgsummit.org.)

Company Name Coastal Mississippi
Contact Name Karen Corner
Mailing Address 8005 P.O. Box 8005
Biloxi, MS 39535
City Biloxi State MS Zip 39535
Office Phone 228-896-6699 Mobile Phone _____
e-mail Address Karen@Coastalmississippi.com
Website Coastalmississippi.com

2021 Sponsorship Opportunities

(check all fields of interest)

☒ \$ 10,000 SGS Title Sponsor *benefits as described in attachment \$ _____ Hall of Fame Dinner Sponsor
_____ \$ _____ Welcome Reception Sponsor _____ \$ _____ Golf Tournament Sponsor
_____ \$ _____ Women in Industry Luncheon Sponsor _____ \$ _____ Golf Tournament F&B Sponsor
_____ \$ _____ Keynote Speaker Sponsor _____ \$ _____ Golf Tournament Hole Sponsor
_____ \$ _____ Responsible Gaming Training Sponsor _____ \$ _____ Learning Session Sponsor (1 of 4)
_____ \$ _____ Mask & Mingle Sponsor (Tue or Wed) _____ \$ _____ Promotional Display Table
_____ SGS Program Advertisement (specs and pricing will be forwarded)

(Selections are not guaranteed until agreement and payment is received. For sponsorships which qualify to receive discounts applicable to additional registrations, codes will be provided upon execution of agreement by MGHA Representative.)

By signing below, you acknowledge that you have read and agree with the terms and conditions shown on the next page(s) and you are authorized to execute the agreement on behalf of the sponsoring and/or exhibiting company.

Applicant Name Milton Segarra
Signature [Signature]
Title CEO
Date 4/30/21
Accepted By Jane Gregory Date 4-30-2021
(MGHA Rep) by MSB

PLEASE ADDRESS ALL QUESTIONS TO:

Jennifer Lee - info@sgsummit.org

PLEASE MAKE ALL CHECKS PAYABLE IN US DOLLARS TO:

Mississippi Gaming & Hospitality Association (SGS 2021)

MAIL PAYMENTS AND COPY OF AGREEMENT TO:

MGHA - Attn: Michael Bruffey, PO Box 454, Biloxi, MS 39533-0454

The parties hereto agree that, upon acceptance, the following terms and conditions will apply to this Application and Contract for Sponsorship ("Contract"):

1. **Definitions.** "Management" means Mississippi Gaming & Hospitality Association, its officers, employees or agents. "Applicant" or "Sponsor" means the company submitting this Contract to Management as an application to participate in Southern Gaming Summit as a sponsor ("Sponsorship") and such company's officers, agents or employees.

2. **Deposit and Balance.** Sponsor will pay Management the total amount indicated on the reverse of this Contract for the Sponsorship of which a deposit equal to 40% of the total cost is due by March 16, 2021 or the date signed which is earlier, and the balance of 60% is due by no later than April 15, 2021 (collectively, the "Payment"). Each installment of the Payment is non-refundable, provided that if Management, in its sole discretion, exercises its right to terminate this Contract without Cause at anytime, then Management will refund the Payment. "Cause" will mean (i) Sponsor's failure to comply with the terms of this Contract, including a failure to pay any installment of the Payment prior to the applicable due date set forth in this Section 2 or (ii) Sponsor's obligations set forth herein in some other written format provided by Management or (iii) the occurrence of a Force Majeure Event.

3. **Exhibitor's Space.** Not applicable for SGS 2021.

4. **Subleasing.** Not applicable for SGS 2021.

5. **Setup Hours and Cooperation.** Sponsor will coordinate with Management regarding all set up details, including marketing materials, content information and signage. Sponsor will ensure Management receives all requested information in the time requested.

6. Not applicable for SGS 2021.

7. **Setup and dismantle.** Sponsor will coordinate with Management regarding removal of any signage and materials. Sponsor will ensure it adheres to all timelines and requests from Management pertaining to clean up of areas and removal of signage and materials.

8. **Restrictions.** In Management's sole discretion, Sponsor will not use recording equipment or radios or machinery without Management's prior written consent. Management may regulate the volume or use of any presentation in its sole discretion. Management may restrict the use or display of any article.

9. **Food and Beverages.** Sponsor may not serve beverages or food during the sessions unless offered by Management without Management's prior written consent.

10. **Literature, Samples and Souvenirs.** Sponsor may distribute literature, samples or other articles, but only in a manner approved by Management.

11. **Ordinances, Laws, Local Regulations.** Sponsor will comply with all federal, state and local laws, regulations and ordinances and all rules of the host venue.

12. **Indemnity/Limitation of Liability.** SPONSOR WILL INDEMNIFY, PROTECT, SAVE AND HOLD HARMLESS THE VENUE OF THE EXHIBITION, MANAGEMENT, EMPLOYEES AND AGENTS THEREOF ("RELEASED PARTIES") FROM AND AGAINST ALL LIABILITIES, OBLIGATIONS, LOSS, DAMAGE, CLAIM, COST, DEFICIENCY, DIMINUTION OF VALUE AND EXPENSE (INCLUDING COSTS OF INVESTIGATION AND DEFENSE, PENALTIES AND REASONABLE LEGAL FEES AND COSTS) FOR ANY DAMAGES OR CHARGES INCURRED BY MANAGEMENT RESULTING FROM SPONSOR'S PARTICIPATION IN SGS 2021 (INCLUDING, WITHOUT LIMITATION, PERSONAL INJURIES, DEATH OR ANY PROPERTY DAMAGE SUSTAINED BY ANY PERSON, AND DAMAGE TO BUSINESS BY REASON OF ITS NEGLIGENCE, FAILURE TO COMPLY WITH VENUE RULES, FAILURE TO COMPLY WITH REQUESTS OF MANAGEMENT OR THE LIKE. RELEASED PARTIES DO NOT MAINTAIN INSURANCE COVERING THE SPONSOR'S PROPERTY, AND IT IS THE SOLE RESPONSIBILITY OF THE SPONSOR TO OBTAIN SUCH INSURANCE. ALL PROPERTY BROUGHT BY THE SPONSOR IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR AND RELEASED PARTIES HEREBY DISCLAIM ALL RESPONSIBILITY FOR SUCH PROPERTY. THE PARTIES ACKNOWLEDGE THAT THE FOREGOING INDEMNITY AND LIMITATION OF LIABILITY HAVE BEEN NEGOTIATED BETWEEN THE PARTIES AND ARE REFLECTED IN THE CHARGES APPLICABLE TO THIS CONTRACT. THE FURNISHING OF WATCHMEN OR OTHER SECURITY WILL NOT BE DEEMED TO AFFECT THE INDEMNIFICATION OR LIMITATION OF LIABILITY SET FORTH HEREIN.

13. **Insurance.** As may be applicable, upon request, Sponsor will provide by May 1, 2021 an original certificate of insurance showing liability insurance of not less than \$1,000,000 in effect during the dates of SGS 2021. This certificate must name Mississippi Gaming and Hospitality Association and the Beau Rivage Casino Resort as an additional insured and loss payee. If an original certificate is not submitted, Sponsor will be prohibited from setting up or otherwise participating in SGS 2021 and Management will be permitted to terminate this Contract for Cause.

14. **Postponement or Cancellation of Show.** If SGS 2021 is postponed for any reason, then, in its discretion, Management will have a period of 90 days from the postponement date to reschedule and reproduce the show. If the show is rescheduled and reproduced within this period, then all aspects of this Contract will remain intact and Exhibitor will reschedule its participation in the rescheduled show. Subject to force majeure section below, if the Exhibition is canceled or terminated for any reason, then Management may terminate this Contract without Cause and Sponsor waives all claims the Sponsor might have against Management for damages and expenses and will accept in complete satisfaction and discharge of all claims against Management a refund of all amounts paid by the Sponsor to Management in accordance with this Contract.

15. **Other Rules and Regulations.** Sponsor will abide by the rules and regulations published by Management, which are hereby incorporated in this Contract by reference. Management may make determinations with respect to the show such as movement of layout or floor plan changes in its sole discretion. Any matters not specifically covered in this Contract, will be subject to determination by Management in its sole discretion.

16. **Failure to Comply With Contract.** If Sponsor breaches its obligations hereunder, then Management (i) may immediately terminate Sponsor's rights to participate in the show, (ii) terminate this Contract with Cause, and (iii) sell the Sponsorship to another party. In such event, Sponsor will be liable for any deficiency, loss or damage suffered by Management. Sponsor will pay reasonable costs and expenses of Management incurred as a result of the failure of Sponsor to comply with the terms of this Contract, including reimbursement of Management's costs related to Sponsor's deficiencies.

17. Cancellation Policy. Any company wishing to cancel their participation must do so in writing. Cancellation letter must be on company letterhead and must be signed by the original signator or an officer of the company. Any fees paid are non-refundable, any fees past due must be paid in full prior to cancellation becoming effective, and fees not yet due upon the cancellation becoming effective will not be due or owed.

18. Damage to Property. Sponsor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment or to other Sponsors' property. Sponsor may not apply paint, lacquer, adhesives or other coating to building columns and floors or to standard booth equipment

19. Resolution of Disputes. If there is a dispute or disagreement between two or more Sponsors, Management's determination and interpretation of the rules and regulations governing the sponsorship will be binding on the Sponsors. Management will have full power in the matter of interpretation, amendment and enforcement of all rules and regulations, and any such amendments when made and brought to the notice of the Sponsor will be and become part of this Contract as though duly incorporated herein.

20. Force Majeure. Management will not be liable to Sponsor and will not be required to perform its obligations hereunder, if the performance of this Contract is hindered, delayed, or prevented by any circumstances beyond the reasonable control of Management, including, but without limiting the generality of the foregoing, any strike, labor shortage, lockout, fire, explosion, act of God or the public enemy, war, terrorism, riot, interference by the military or governmental authorities, or compliance with the laws of the United States or with the laws, regulations or orders of any relevant governmental authority, including but not limited to such orders based on COVID-19 ("Force Majeure Event"), provided that Management gives Sponsors prompt written notice of the occurrence of such Force Majeure Event. If the show is canceled or terminated because of a Force Majeure Event, then Sponsor waives all claims the Sponsor might have against Management for damages and expenses in connection with this Contract.

21. Reserved.

22. Miscellaneous. Sponsor agrees a material part of the consideration paid to Management for the services provided hereunder, waives and releases Management, its employees, agents, officers and directors, with respect to all matters for which Management has disclaimed liability pursuant to this Contract. Sponsor has read and understood this Contract and agrees to be bound by the terms herein, and further agrees it is a complete and exclusive agreement between the parties with respect to its subject matter. The invalidity or unenforceability of any provision hereof will not affect, modify or impair the validity and enforceability of all other provisions herein.

23. Choice of Law and Venue. All disputes arising from this Contract will be governed by and construed under Mississippi law, without regarding to conflict of law principles, and will be brought in a court of competent jurisdiction located exclusively in Harrison County, State of Mississippi.

Signature: _____

I agree to the terms and conditions

Date: _____

Submit

RESOLUTION AUTHORIZING MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI TO ACCEPT THE AWARD OF THE UNITED STATES DEPARTMENT OF COMMERCE, ECONOMIC DEVELOPMENT ADMINISTRATION GRANT IN THE AMOUNT OF \$2,000,000.00 IN SUPPORT OF THE PROPOSED REENTRY PLAN TO THE TOURISM MARKETPLACE AND TO AUTHORIZE AND ALLOCATE MATCHING FUNDS AS REQUIRED

WHEREAS, the MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI was created to bring into favorable notice and to unify and improve the promotion, advertising and marketing of the attractions, events, conventions and tourism related opportunities and resources on the Mississippi Gulf Coast in Hancock, Harrison and Jackson Counties; and,

WHEREAS, the promotion, advertising and marketing of and by COASTAL MISSISSIPPI produces significant economic impacts for the tourism industry and enhances the quality of life for the COASTAL MISSISSIPPI area, as well as, the entire STATE OF MISSISSIPPI; and,

WHEREAS, the United States Department of Commerce, Economic Development Administration (EDA) is administering grant funding through the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) Recovery Assistance which is designed to provide a wide-range of financial assistance to communities and regions as they respond to, and recover from, the impacts of the coronavirus pandemic; and

WHEREAS, COASTAL MISSISSIPPI has prepared a Reentry Plan to the Tourism Marketplace, a travel and tourism-related marketing campaign; and

WHEREAS, tourism and service-related industries have greatly suffered in response to the regulations imposed as a result of COVID-19; and

WHEREAS, the Reentry Plan to the Tourism Marketplace will provide pivotal resources for COASTAL MISSISSIPPI to entice visitors to the over 60 miles of attractions, towns and shorelines that will in turn support both businesses and communities who have been financially impacted by COVID-19; and

WHEREAS, in order to further its mission, COASTAL MISSISSIPPI prepared and submitted an application for an EDA grant to provide funds for the implementation of the Reentry Plan to the tourism marketplace, seeking \$2,000,000.00 in grant funding with COASTAL MISSISSIPPI supporting the proposal by way of a twenty percent (20%) match of \$500,000.00, bringing the total project cost to \$2,500,000.00; and,

WHEREAS, the United States Department of Commerce (DOC) awarded the Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a COASTAL MISSISSIPPI financial assistance identified as Federal Award ID Number 04-79-07589 in the amount of

\$2,000,000.00 subject to a match of funds in the amount of \$500,000.00 by the award recipient and compliance with the Department of Commerce Financial Assistance Standard Terms and Conditions, attached hereto as Exhibit A, Specific Award Conditions, attached hereto as Exhibit B and Compliance with EDA Disaster Assistance Program Requirements, attached hereto as Exhibit C; and,

NOW, THEREFORE, upon motion duly made and seconded, the following resolutions were approved upon a majority vote of the Commissioners, as set forth herein:

RESOLVED that the MISSISSIPPI GULF COAST CONVENTION AND VISITORS BUREAU d/b/a COASTAL MISSISSIPPI hereby authorizes and accepts the financial assistance award, Federal Award ID Number 04-79-07589, from the United States Department of Commerce, Economic Development Administration for grant funds in the amount \$2,000,000.00.

FURTHER, it is RESOLVED that the Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a COASTAL MISSISSIPPI hereby authorizes and approves the required 20% match of \$500,000.00 and covenants and agrees to comply with the Department of Commerce Financial Assistance Standard Terms and Conditions, attached hereto as Exhibit A, the Specific Award Conditions, attached hereto as Exhibit B and Compliance with EDA Disaster Assistance Program Requirements, attached hereto as Exhibit C, all of which are incorporated herein by reference.

COMMISSIONER NAME	VOTE:	Yes	No
Carla Todd		<u> X </u>	<u> </u>
Clay Wagner		<u> X </u>	<u> </u>
Daniel T. Hansen, Sr.		<u> X </u>	<u> </u>
Jim W. Williams		<u> X </u>	<u> </u>
Kaylyn Brooke Shoultz (Motioned)		<u> X </u>	<u> </u>
Kimberly Fritz		<u> X </u>	<u> </u>
Linda N. Moon		<u> X </u>	<u> </u>
Mark E. Henderson		<u> X </u>	<u> </u>
Mary Cracchiolo Spain (Absent)		<u> </u>	<u> </u>
Richard K. Marsh		<u> X </u>	<u> </u>
Richard H. Westfall		<u> X </u>	<u> </u>
Robert Stinson (<i>Absent</i>)		<u> </u>	<u> </u>

Russell C. David

 X

Shirley N. Dane

 X

William F. Holmes (2nd Motioned)

 X

BE IT RESOLVED, this the 29 day of April, 2021.

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

BY: _____

~~Mary Cracchiolo Spain, President~~

Mark Henderson, President*

ATTEST: _____

**Due to Commissioner Cracchiolo Spain resigning from the Coastal Mississippi Board of Commissioners before she was able to sign this Resolution, Commissioner Henderson has stepped up as President.*



SMBM SOUTH MISSISSIPPI BUSINESS MACHINES

THE FUTURE OF BUSINESS IS HERE.

PO Box 697 · Gulfport, MS. 39502 · Tel: 228-864-4845 · Fax: 228-868-9546 · Email: contracts@smbm.net

DIGITAL COLOR COPIER SERVICE AGREEMENT

Account # 214100 Customer Name VISIT MISSISSIPPI GULF COAST
Mach ID# 10431 Address or Location COLISEUM EXPANSION 2ND FL - 2530 BEACH BLVD STE A
Contract # MC 16099 City, State, Zip BILOXI, MS 39531 Phone # 228-280-3142
Install Date 8/16/2018 Model # SHARP MX-2630N Serial # 85046245

Our Full Service Agreement has been designed to insure a longer and more productive life for your equipment. This agreement is designed to prevent untimely and costly breakdowns and maintain the highest print quality available. We will provide quality factory trained technicians as well as the highest quality parts and supplies for your equipment.

Hardware Terms

On-site service will be provided during normal business hours (Mon-Fri, 7:30am-4:30pm). Non-contract on-site service rate is \$125.00 per hour, minimum one hour per call. Service performed on-site after 5pm weekdays is charged at a rate of \$175.00 per hour, minimum one hour per call.

Agreement includes the following:

- All parts, labor and supplies, inclusive of black toner, color toner, developer, drum, cleaning rollers and heat rollers. Contract allows one toner for every 21,600 color copies and one toner for every 36,000 black copies. Any toner used above these limits will be charged at current SMBM rate. SMBM reserves the right to monitor toner usage on all active contracts. Upon completion/termination of this agreement, any spare toners that are not returned to SMBM will be charged at the prevailing rate.
- Loaner machine delivered within 24 hours if technician determines that machine cannot be repaired on-site in a timely manner.
- Periodic service checks performed with the customer first initiating the call.
- Free phone support during normal business hours for hardware related service issues.

Agreement excludes the following:

- Staples, toner collection bottles, broken cassettes, damaged exit trays or paper, unless noted by a SMBM representative in writing.
- Service due to the use of inferior or incompatible supplies.
- Service or repairs made necessary due to accident, general misuse or abuse, neglect, theft, riot, vandalism, lightning, electrical power failure, power surges, fire or water casualty, or any other Act of God.
- Key operator functions (such as loading paper, changing toner and/or toner collection bottles, removing simple paper jams, cleaning the glass).
- Printer monitoring software, scanning software and/or network configuration, maintenance or restoration.
- Print drivers, print controllers, print servers, network interface cards (NIC) and network switches will not be covered under this agreement. These units will require an additional MFP Software Agreement.

Hardware Conditions

- Agreement will automatically renew year to year at the prevailing rate.
- Agreement shall remain in effect until either party elects to cancel with a 30 day advance written notice.
- If at any time parts become no longer accessible from the manufacturer, contract becomes null and void immediately.
- Customer agrees to install SMBM approved surge protection devices on all equipment. Failure to do so may void agreement.
- All equipment under this agreement must have proper electrical supply/grounding per the manufacturer's specifications.
- SMBM reserves the right to change the terms/conditions of this agreement with a 30 day advance written notice.
- Agreement is not subject to any other terms/conditions either stated or implied, unless agreed upon by SMBM in writing.
- Any changes to this agreement by anyone other than a SMBM representative voids the agreement.
- Signature, purchase order and/or payment constitutes acceptance of terms as stated.

Beginning Date 4/3/2021 Contract Type: ☒ Monthly ☐ Quarterly ☐ Semi-Annually ☐ Annually
Black Base Rate \$ 47.00 Copy Allowance 3,000 Overage Rate .0176 CPC Rate N/A
Color Base Rate \$ 229.00 Copy Allowance 3,000 Overage Rate .076 CPC Rate N/A

Exceptions to this Agreement:

Purchase Order # [Signature] Beginning Meters: B/W [Signature] Color [Signature]
Signature: [Signature] Title: CEO Date 4/30/21



April 22, 2021

Milton Segarra, CEO
Mississippi Gulf Coast Regional Convention and Visitors Bureau
2350 Beach Blvd., Suite A
Biloxi, MS 39531

The purpose of this letter is to serve as an addendum to document the performance incentive component of our agency agreement with Coastal Mississippi. The performance incentive provision is set forth in the Scope of Work for FY 2020-2021. Coastal Mississippi (CM) and Peter Mayer Advertising (PMA) acknowledge and agree that the performance incentive program will be based on an automatic split of 80/20 between CM and PMA for every incremental dollar, over and above CM's fiscal year 2021 Room Tax Revenue goal of \$4,060,160. Notwithstanding the foregoing, the maximum performance incentive payment shall not exceed the sum of \$100,000.00 under any circumstances. Room Tax Revenue is based on the Special Tax Receipts (room tax) report provided by the Mississippi Department of Revenue. The report is distributed to CM monthly by the Mississippi Development Authority and will be shared with PMA in order to allow both CM and PMA to monitor the status of the performance incentive goals. Any payment which may become due under the performance incentive program will be paid to PMA not later than 120 days following the closing of the fiscal year for Coastal Mississippi on September 30, 2021.

Many thanks for your continuing confidence in Peter Mayer Advertising. We look forward to continuing our long-term successful relationship.

Sincerely,

David Crane

Vice President/Director of Account Management

Agreed to and accepted by Mississippi Gulf Coast Regional Convention and Visitors Bureau:

BY:

Print Name: Milton Segarra

Title: CEO

Date: 4/30/21

Cc: David Crane
Lauren Wegmann

PETERMAYER

318 Camp Street | New Orleans, LA 70130 | petermayer.com

MEMORANDUM OF UNDERSTANDING

This MEMORANDUM OF UNDERSTANDING (MOU) is hereby made and entered into by and between M2 Media Corp., hereinafter referred to as M2, and the Mississippi Gulf Coast Regional Convention and Visitors Bureau, hereinafter referred to as COASTAL MISSISSIPPI, as follows, to wit:

WHEREAS, M2 has published DISCOVER Coastal Mississippi since 2015, a unique, sole source, high quality quarterly magazine that provides valuable information about the character, culture, customs, restaurants, hotels, motels, beds and breakfasts, events, attractions, resources and amenities of the Mississippi Gulf Coast region to guide and assist newcomers and visitors; and,

WHEREAS, M2 produces and publishes DISCOVER Coastal Mississippi as a comprehensive magazine to guide and assist newcomers and visitors to the Mississippi Gulf Coast region; and,

WHEREAS, M2 agrees to include design and content in DISCOVER Coastal Mississippi that will assist in efforts to advertise, promote, market and bring into favorable notice conventions, attractions, events and tourism opportunities on the Mississippi Gulf Coast; and,

WHEREAS, COASTAL MISSISSIPPI finds that DISCOVER Coastal Mississippi is a unique, sole source publication that will benefit the Mississippi Gulf Coast Regional Convention and Visitors Bureau in its efforts to advertise, promote, market and to bring into favorable notice the conventions, attractions, events and tourism opportunities on the Mississippi Gulf Coast at no cost to COASTAL MISSISSIPPI; and,

WHEREAS, COASTAL MISSISSIPPI possesses the ability to provide assistance with the editorial and content of DISCOVER Coastal Mississippi.

NOW, THEREFORE, in consideration the mutual benefits set forth herein, M2 and COASTAL MISSISSIPPI hereby agrees as follows:

1. COASTAL MISSISSIPPI is granted the right to produce and publish a Welcome Letter not to exceed 150 words in length for inclusion in each quarterly issue of DISCOVER Coastal Mississippi.
2. The brand logo of COASTAL MISSISSIPPI will be included on each front cover of DISCOVER Coastal Mississippi and in strategic areas throughout each issue based on mutual agreement of the parties hereto.
3. COASTAL MISSISSIPPI is granted the right to produce and publish an editorial article relative to one or two branding stories for inclusion in each issue.
4. COASTAL MISSISSIPPI will assist M2 by providing accurate information for sections of DISCOVER Coastal Mississippi that include listings of lodging accommodations,

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shopping, casinos, night life activities, golf, dining, attractions and other amenities.

5. COASTAL MISSISSIPPI will provide M2 its monthly, quarterly and annual calendar of events and listings related thereto for inclusion in each issue.
6. M2 will create a digital edition of DISCOVER Coastal Mississippi at the time of publication of each issue and M2 will provide a link for the COASTAL MISSISSIPPI website, COASTALMISSISSIPPI.COM.
7. M2 Media will provide up to 10,000 copies of each issue per quarter of DISCOVER based on seasonal demand. These copies are for use in as office, fulfillment and travel show marketing materials.

The rates per copy per quarter is based on page counts: (2,000 minimum per quarter)

116 pages	132 pages	148 pages	164 pages
\$1.10/copy	\$1.00/copy	\$.90/copy	.80/copy

8. COASTAL MISSISSIPPI will assist M2 Media is providing regional casinos, hotels and condos with up two 10,000 copies per quarter for placement in-room or in lobbies or on front desk areas to reach visitors. This will include a distribution agreement with the Mississippi Hotel & Lodging Association. The fees per issue are based on a constant amount of \$3,400 per quarter.
9. COASTAL MISSISSIPPI agrees to display the link to the DIGITAL edition of DISCOVER in a prominent place on their website.
10. COASTAL MISSISSIPPI agrees to assist M2 Media in promoting DISCOVER to their partners in an effort to grow advertising revenues. Coastal Mississippi will send out an e-blast to members 60-days prior to deadline to alert & attract advertising support.
11. M2 agrees to print and distribute up to 100,000 annual copies of DISCOVER Coastal Mississippi in racks, businesses, welcome centers, etc., throughout the three coastal counties of Hancock, Harrison and Jackson Counties in Mississippi. Except in the case of a natural disaster or global pandemic that could cause a dramatic decrease in visitation.
12. M2 Media agrees to use "Mississippi Gulf Coast" Facebook, Instagram & Twitter to push content and to reach a larger digital audience. M2 Media would offer Coastal Mississippi greatly discounted advertising rates for any social media promotions.

M2 hereby acknowledges and agrees that the production, publication and distribution for DISCOVER Coastal Mississippi is the sole and absolute responsibility of M2 and that nothing contained herein shall be construed to create a partnership or joint venture agreement by or between M2 and COASTAL

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4-30-21

MISSISSIPPI related to the production, publication and distribution of DISCOVER Coastal Mississippi.

M2 hereby agrees to indemnify and hold harmless COASTAL MISSISSIPPI for any and all claims, demands, charges, liabilities and damages of any type or nature what so ever arising out of or in any way related to the design, production, publication or distribution of DISCOVER Coastal Mississippi.

The parties hereto understand and agree that this MEMORANDUM OF UNDERSTANDING is for an initial term of one (1) year from and after the effective date of approval hereof by COASTAL MISSISSIPPI, which effective date shall be nunc pro tunc to February 21, 2021, (herein Initial Term), and that this Agreement shall be automatically renewed and extended for up to two (2) consecutive terms of one (1) year each (herein Renewal Terms), following the Initial Term of this Agreement, unless written notice of intent not to renew is provided by COASTAL MISSISSIPPI to M2 Media not less than sixty (60) days prior to the anniversary of the Initial Term or any Renewal Term hereof.

WITNESS OUR SIGNATURES, THIS THE 29th day of April, 2021.

M2 MEDIA CORP.

By: 

Title: PRESIDENT 4-30-21

COASTAL MISSISSIPPI

By: 

Title: CEO

Tuition Assistance Program

Coastal Mississippi has implemented a Tuition Assistance Program designed to assist full-time employees, who have completed at least six-months of employment, with college level coursework that maintains or improves current career skill level. The CEO will make final determination of the relevance of the coursework in relation to an employee's current position.

Employees may request tuition assistance of \$500 per course, in advance, with a limit of \$1,000 per employee per year. Employee must complete and pass approved coursework with a grade of B or better in order to receive the approved funding. Requests may be denied due to lack of budgeted funding, in which case requests will be reconsidered when funding becomes available.

After pre-approval, requests for tuition assistance must be submitted on an Expense Reimbursement form and include evidence of course completion and grade. The request for reimbursement must be approved by the Director and the CEO prior to payment.



Milton Segarra, CEO