

COASTAL MISSISSIPPI SPECIAL-CALL MEETING
June 30, 2021
OFFICIAL MINUTES

The Coastal Mississippi Board met Wednesday, June 30, 2021 at 9:00am in the Mississippi Coast Convention Center located at 2350 Beach Blvd Suite A, Biloxi, MS 39531.

Commissioners Present: Brooke Shoultz, President; Bill Holmes; Danny Hansen; Janet McMurphy; Jim Williams; Kim Fritz; Nikki Moon; Richard Marsh; Rusty David

Commissioners Absent: Mark Henderson, Vice President; Carla Todd, Treasurer; Rob Stinson, Secretary; Ann Steward; Clay Wagner

Staff Members Present: Cindy Jo Calvit, Executive Administrative Assistant; Jase Payne, Director of Communications and Engagement; Karen Conner, Director of Marketing; Natalea Thomson, Sr. Marketing Manager

Others Present: N/A

President Shoultz called the meeting to Order.

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

Commissioner David	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Stewart	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Stinson	Voted --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Todd	Voted --- A&E
Commissioner Holmes	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- A&E
Commissioner McMurphy	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 June 30, 2021.

2. Commissioner Marsh made the motion to append the Special-Call Meeting notice to the Special-Call Meeting minutes (attached). Seconded by Commissioner David, the president called the question, with the following results:

Commissioner David	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Stewart	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Stinson	Voted --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Todd	Voted --- A&E
Commissioner Holmes	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- A&E
Commissioner McMurphy	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 June 30, 2021.

3. Commissioner Moon made the motion to enter into Closed Session to discuss the need to enter into Executive Session. Seconded by Commissioner Fritz, the president called the question, with the following results:

Commissioner David	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Stewart	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Stinson	Voted --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Todd	Voted --- A&E
Commissioner Holmes	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- A&E
Commissioner McMurphy	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 June 30, 2021.

4. Commissioner Fritz made the motion to exit Closed Session and reconvene in open meeting. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner David	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Stewart	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Stinson	Voted --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Todd	Voted --- A&E
Commissioner Holmes	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- A&E
Commissioner McMurphy	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 June 30, 2021.

5. President stated there was no official action taken in Executive Session.

6. Commissioner Fritz made the motion to enter into Executive Session for the purpose of discussions and negotiations regarding the review, analysis and expansion of social media business for Coastal Mississippi, as such will impact and affect the mission, goals and programs of Coastal Mississippi and the tourism industry of Coastal Mississippi. Executive Session is necessary to protect the proprietary interests of each social media agency, as well as the strategic social media plans and programs for Coastal Mississippi.

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

Commissioner David	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Stewart	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Stinson	Voted --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Todd	Voted --- A&E
Commissioner Holmes	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- A&E
Commissioner McMurphy	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 June 30, 2021.

7. Commissioner Hansen made the motion to exit Executive Session and reconvene in open meeting.

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

Commissioner David	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Stewart	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Stinson	Voted --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Todd	Voted --- A&E
Commissioner Holmes	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- A&E
Commissioner McMurphy	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 June 30, 2021.

8. Commissioner Fritz made the motion to authorize staff, Legal, Board President and Marketing Committee Chair to negotiate a contract for Social Media Agency Services with the first-choice agency, and if not successful the second-choice agency. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner David	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Stewart	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Stinson	Voted --- A&E
Commissioner Henderson	Voted --- A&E	Commissioner Todd	Voted --- A&E
Commissioner Holmes	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- A&E
Commissioner McMurphy	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 June 30, 2021.

9. Commissioner Moon made the motion to adjourn the meeting at 2:30pm. Seconded by Commissioner Fritz, the president called the question, with the following results:

Commissioner David	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Stewart	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Stinson	Voted ---- A&E
Commissioner Henderson	Voted ---- A&E	Commissioner Todd	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- A&E
Commissioner McMurphy	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 June 30, 2021.

COASTAL MISSISSIPPI SPECIAL-CALL MEETING

Wednesday, June 30, 2021

MS Coast Convention Center
Rooms L3 & L4

9:00am

For the Purpose of:

- Receiving and reviewing presentations from Social Media Agencies
- Executive Session-Action Needed