

**COASTAL MISSISSIPPI BOARD MEETING**  
**August 2, 2022**  
**OFFICIAL MINUTES**

The Coastal Mississippi Board met Tuesday, August 2, 2022, at 9:00 a.m. in the Coastal Mississippi Boardroom located at 2350 Beach Blvd., Suite A, Biloxi, MS 39531.

Commissioners Present: Greg Cronin, President; Jimmie Ladner, Treasurer; Jackie Avery, Jr., Secretary; Ann Stewart Bill Holmes, Blaine LaFontaine, Danny Hansen, Janet McMurphy (via phone), Jerry St. Pé, Kim Fritz, Nikki Moon, Rusty David, Paige Roberts, Thomas Sherman

Commissioners Absent: None

Staff Members Present: Judy Young, Executive Director; Pam Tomasovsky, Director of Finance & Employee Relations; Patty Meagher, Director of Communications & Engagement; Zach Holifield, Director of Leisure Business Development; Duncan Ing, Executive Administrator; Joyce Morgan, Accounting Executive

Others Present: Hugh Keating, Legal Counsel; Coastal Mississippi Advisory Members: Gloria Frey, Mississippi Coast Coliseum and Convention Center; Chaille Munn, Gulfport- Biloxi International Airport; Cynthia Sutton, Ocean Springs Chamber of Commerce; Guests: Sara DiNatale, Mississippi Today

President Greg Cronin called the meeting to order at 9:02 a.m.

1. Introduction of Guests

2. Antitrust, Conflicts, Confidentiality Reminder

3. Commissioner St. Pé made the motion to amend the agenda to place the Simpleview Work Order as Item #5 under New Business, seconded by Commissioner David. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Yes	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

4. Commissioner St. Pé made the motion to conditionally approve the Strategic Plan for FY '23 with amendments and to hold a workshop. Seconded by Commissioner Moon. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Yes	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

5. Commissioner Ladner made the motion to go into closed session for the purposes of discussing the need for Executive Session, Seconded by Commissioner Moon. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Yes	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

6. Commissioner St. Pe' made the motion to go out of closed session and reconvene in open meeting, seconded by Commissioner Hansen. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Yes	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

Legal Counsel stated there was no official action in closed session\

7. Commissioner Ladner made the motion to enter executive session for the purposes of discussing the job performance of the entire staff, seconded by Commissioner Moon. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Yes	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

8. Commissioner Ladner made the motion to exit executive session and reconvene in open meeting, seconded by Commissioner David. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes

Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Yes	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

Legal Counsel stated no official action was taken in Executive Session

9. Commissioner Ladner made the motion to approve the FY '23 Budget as presented with salary changes as discussed and an allocation of \$150 per quarter for employee phones, seconded by Commissioner Marsh. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Yes	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

10. President's Report- Greg Cronin

11. Commissioner Hansen made the motion to accept the Consent Agenda as presented, seconded by Commissioner Marsh. Accordingly, approval of June 30, 2022, Monthly Meeting Minutes, July 13, 2022, Special-Call Meeting Minutes, Financial Report, Departmental Reports, Executive Director's Report, KPI Report, August Calendar of Events, and the next meeting date- 8/25/2022 was considered for approval. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Yes	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

Hugh Keating, Legal Counsel reported on the following items:

12. Commissioner Ladner made the motion to approve the CrowdRiff Agreement, seconded by Commissioner Hansen. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes

Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Yes	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

13. Commissioner Hansen made the motion to approve the Cision Renewal Agreement, seconded by Commissioner Marsh. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Absent	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

14. Commissioner Moon made the motion to approve the Amendment to the Fahlgren Mortine Addendum, seconded by Commissioner Stewart. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Absent	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

15. Commissioner Moon made the motion to approve the Addendum to the Fahlgren Mortine Statement of Work, seconded by Commissioner Hansen. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Absent	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

16. Old Business: No Action

17. New Business:

18. Commissioner Ladner made the motion approve \$30,000 for Signature Event: Cruisin' The Coast with an additional \$20,000 available for negotiation by the Executive Director, seconded by Commissioner Hansen, President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Absent	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

19. Commissioner Marsh made the motion to approve the Simpleview Work Order seconded by Commissioner Fritz. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Absent	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

20. Commissioner Ladner made the motion to approve additional legal fees involving site certifications for MDEQ Wayfinding not to exceed \$50,000, seconded by Commissioner Marsh. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Absent	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, President Cronin declared the motion adopted August 2, 2022.

21. Commissioner Hansen made the motion to adjourn the meeting, seconded by Commissioner Moon. President Cronin called the question, with the following results:

Commissioner Avery, Jr.	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
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Commissioner David	Voted ---- Yes	Commissioner McMurphy	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Roberts	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner St. Pé	Voted ---- Yes
Commissioner Ladner	Voted ---- Yes	Commissioner Stewart	Voted ---- Yes
Commissioner LaFontaine	Voted ---- Yes	Commissioner Sherman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board,  
President Cronin declared the motion adopted August 2, 2022.

## PUBLIC MEETING NOTICE



The Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi will hold a regularly scheduled monthly Board meeting for the purposes of the following:

**Tuesday, August 2, 2022**

**9:00am-11:00am**

**Coastal Mississippi Board Room  
2350 Beach Blvd, Suite A  
Biloxi, MS 39531**

## AGENDA

**Coastal Mississippi  
Monthly Board Meeting  
July 2022 Monthly Board Meeting  
Tuesday, August 2, 2022, 9:00 am - 11:00 am  
Coastal Mississippi Boardroom**



- A. Call to Order
- B. Introductions of Guests

Please limit speaking to no more than three (3) minutes per guest.

- C. Antitrust, Conflicts, and Confidentiality Reminder
  - 1. Please complete and sign the paperwork in your labeled folders
- D. Program of Work FY'23
  - 1. FY '23 Strategic Plan
  - 2. FY '23 Budget
  - 3. Marketing Overview
- E. President's Report - President Greg Cronin
- F. Consent Agenda- **Action Requested**
  - 1. Approval of June 30th Monthly Meeting Minutes
  - 2. Approval of July 13th Special-Call Meeting Minutes
  - 3. Financial Report
    - a. Supplemental Financial Information
  - 4. Departmental Reports
  - 5. Executive Director Report - Judy Young
  - 6. KPI Report
  - 7. August Calendar of Events
  - 8. Next Meeting Date- 8/25/2022
- G. Legal - Contracts & Agreements
  - 1. CrowdRiff Agreement- **Action Requested**
  - 2. Cision Renewal -**Action Requested**
  - 3. Amendment to Fahlgren Mortine Addendum -**Action Requested**
- H. Old Business
- I. New Business

1. Mississippi Aquarium, Hancock Whitney Sea of Stars Sponsorship- Action Requested
2. Signature Event: Cruising The Coast Funding Request- Action Requested
3. Additional legal fees involving site certifications for MDEQ Wayfinding- Action Requested
4. Vehicles Status Update

New vehicle has been purchased and is fully operational

J. Executive Session - Action Requested

K. Adjourn - Action Requested

L. Reminders:

1. Coastal Mississippi Monthly Board Meeting Thursday, August 25, 2022 3:00 PM- Coastal Mississippi Boardroom
2. A photographer will be onsite at the August 25th Board Meeting to take updated headshots

M. *Items of Future Consideration (Informational Purposes Only)*



## Coastal Mississippi

### SaaS Order

Jul 20, 2022

# 1. BACKGROUND

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CrowdRiff provides visual storytelling solutions that inspire new and returning interest to travel brands. It will allow Coastal Mississippi (hereafter referred to as "Customer") to effectively discover and activate the most engaging visual content from the social web, while inspiring conversations around its brand. CrowdRiff will enable Customer to increase overall social and digital efficiency, activate its brand across seasons, and deliver real-time content through every marketing channel.

## 2. SCOPE

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### 2.1 Visual Marketing Platform License

#### License Period

- Start Date: Aug 2, 2022
- End Date: Aug 1, 2023

#### Key Functionality

##### Web Core

- Source up to 100 000 photos per month from Facebook, Twitter & Instagram
- Social tracking on Instagram includes up to 30 unique hashtags, 100 unique IG business accounts, and your own @mentions and stories
- Create a list of excluded keywords to keep the wrong content out
- 1 GB storage and management for uploaded photos & videos
- Accepted file types include: JPEG, TIFF, TIF, PNG, PDF, MOV, MP4
- Organize content into albums and folders
- Image recognition & auto-keywords applied to all social and uploaded photos
- Quality filtering & smart curation to detect highest quality imagery and keep spam out
- Intelligent photo search & similar photo detection
- Unlimited website galleries & single-photo embeds for Customer's website or blog
- Self-optimizing "smart galleries" to showcase the highest performing visuals
- Hashtag Rights Management to easily request and secure rights to Unlimited assets of social content per month
- Gallery analytics built into platform
- Unlimited photo wall displays, including auto-publishing for live events
- "CrowdRiff Sidekick" chrome extension to utilize photo library in other browser-based tools
- Built-in photo editing tool to prepare photos for ads and campaigns
- Google Analytics integration to collect & centralize gallery performance data
- Maximum 10 user license

##### CTAs

- Call-to-action (CTA) links on photos to increase conversions to internal or external webpages



## 2. SCOPE (CONT.)

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### 2.2 Users

User seats available to Customer team, and Customer's contracted agencies.

### 2.3 Launch Timing

Customer can expect to complete full platform implementation within 14 days of an executed agreement subject to Customer's availability to participate in implementation and training.

## 3. DATA CONNECTIONS

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CrowdRiff connects to the regulated APIs provided by different networks (Facebook, Instagram, Twitter and Localhood) to collect and feed Customer's content. As such, the networks' terms of service must be followed and may change at any time without notice. CrowdRiff monitors these connections on a regular basis to ensure consistent operation, and will update Customer with any changes that will affect service during licensing

## 4. SUPPORT

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CrowdRiff will provide Customer the necessary support for set-up, training and ongoing support. Customer will have direct access to their CrowdRiff's support team during the licensing period. All Customer requests are handled on a first come, first served basis, and responses can be expected within 48 hours.

## PURCHASE AND PAYMENT TERMS

Item	Description	Price	Discount	Net Price
Web Core Package	12 month license	\$12,000	0%	\$12,000
CTAs	12 month license	\$2,000	0%	\$2,000
Implementation	Full implementation and onboarding	\$1,000	100%	0
Total List Price				\$15,000
Total Discount				\$1,000
Total Net Price				\$14,000

*All prices listed in USD*

### Payment Schedule

- Aug 2, 2022 - \$14,000

### Payment Terms

- Initial payment invoiced upon execution
- If applicable, remaining investment invoiced as per payment schedule above
- All invoices due within 30 days of issue date
- Acceptable forms of payment include cheque, bank wire transfer, or credit card (Visa or Mastercard)
- Credit Card processing fees apply

### Special Discount Terms and Expiry

- By accepting the terms of this Order Form, Customer approves CrowdRiff's use of its logo on CrowdRiff's website and agrees to participate in development of testimonials and case studies.
- All prices and special discounts quoted above will expire on Aug 12, 2022

## TERMS AND CONDITIONS

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- By signing this Order Form you agree to be bound by the full Terms of Service to the CrowdRiff platform and service(s) set out at [crowdriff.com/terms-of-service](https://crowdriff.com/terms-of-service), which together with this Order Form become the agreement between us.
- Any additional functionality requested by Customer outside of that identified in this agreement will be quoted separately, and implemented once written approval has been received from Customer.
- This document is private, confidential and personal to its recipients and should not be copied or shared with third parties.
- At the License Period End Date, and every License renewal period thereafter, the License will be renewed automatically for an additional period of 12 months provided that the License fee increases by no more than 5%. Additional fees may apply should Customer choose to add new features to the License. Customer may elect to not renew by providing written notice at least 30 days prior to the end of the then current License Period. CrowdRiff will notify the Customer of the upcoming renewals at 60 days prior to the end of every License Period.

By signing below, the signee agrees to abide by the terms and conditions contained in this agreement, and certifies that the signee is authorized to accept these obligations on behalf of the organization.

**Coastal Mississippi**

Judy Young

Executive Director

228-388-7446.

judy@coastalmississippi.com

**X**

Signature

Date

**CrowdRiff**

Gabriel Cova

Account Executive (Platform)

gabriel.cova@crowdriff.com

**X**

Signature

Date

**August 10, 2022**



US Reference No: Q-485979  
Cision US Inc.  
1 Prudential Plaza, 7th Floor  
130 E Randolph Street  
Chicago, IL 60601  
Tel: 312.922.2400  
Fax: 240.559.0892

7/26/2022  
Q-485979  
2124794

Patty Meagher  
Coastal Mississippi  
2350 Beach Blvd  
Biloxi MS, 39531-8298

Dear Patty,

Thank you for using our services. We value your business and hope to serve you for many years to come.

To ensure timely processing of your renewal please note the following requirements:

- You must electronically sign this agreement before your quote expires.
- If you are paying by invoice and require a purchase order number on your invoice, your P.O. number must be provided. Failure to provide such information acknowledges that no P.O. number is required. Please review our P.O. statement for full details.

If you have any questions please call me at (203) 500-6276 or send an email to [jack.lynch@cision.com](mailto:jack.lynch@cision.com). Again, thank you for your business and we look forward to continuing to work with you.

Sincerely,

Jack Lynch  
(203) 500-6276  
[jack.lynch@cision.com](mailto:jack.lynch@cision.com)

## Order

US Reference No: Q-485979

Salesperson: Jack Lynch, jack.lynch@cision.com

Created: July 26, 2022

MSA Signed On Date: 8/29/2019

This Order ("Order") is entered into and effective as of the date of the Customer's signature below, between Cision US Inc. with its principal place of business at 130 E. Randolph Street, 7th Floor, Chicago, IL 60601 ("Supplier") and Coastal Mississippi with its principal place of business at 2350 Beach Blvd Suite A, Biloxi, MS 39631 USA ("Customer"). This Order is governed by the master agreement entered into by and between Supplier and Customer indicated above at the MSA Signed On Date, or if no date is indicated, then by the master subscription agreement set forth at <https://www.cision.com/legal/msa/> and the applicable service appendices (as indicated below) set forth at <https://www.cision.com/legal/service-appendices/>, which are hereby incorporated by reference (the "MSA") (collectively, the Order and the MSA shall form the "Agreement"). Capitalized terms used in this Order shall have the meaning assigned to them in the MSA, unless otherwise defined herein. In the event of any conflict or discrepancy between the MSA and this Order, the Order shall control.

## Shipping Information

SHIPPING INFORMATION ON FILE	INDICATE CHANGES TO SHIPPING INFORMATION
Customer: Coastal Mississippi	
Shipping Address: 2350 Beach Blvd Biloxi MS, 39531-8298	Shipping Street Address: City: State: Zip: Country:
Name: Pattye Meagher	First Name: Last Name:
Phone: (601) 750-8372	Phone:
E-mail: pattye@coastalmississippi.com	E-mail:

## Billing Information

BILLING INFORMATION ON FILE	INDICATE CHANGES TO BILLING INFORMATION
Customer: Coastal Mississippi	This is a residential address.
Billing Address: 2350 Beach Blvd Suite A, Biloxi, MS 39631 USA	Billing Street Address: City: State: Zip: Country:
Invoice Contact Name: Pattye Meagher	Invoice Contact Name:
Invoice Contact Phone: (601) 750-8372	Invoice Contact Phone:
Invoice Contact E-mail: pattye@coastalmississippi.com	Invoice Contact E-mail:

SERVICES
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Quantity	Software and Insights Subscription Service(s)	Service Term
1	Cision Communications Cloud - Platform Only	10/25/2022 - 10/24/2023
1	LexisNexis Premium Print Monitoring	10/25/2022 - 10/24/2023
1	PR Newsletter	10/25/2022 - 10/24/2023
1	Cision Comms Cloud - US and Canada Influencer Database	10/25/2022 - 10/24/2023
1	Email Campaigns	10/25/2022 - 10/24/2023
1	Next Gen Cision Communications Cloud Social Listening Core powered by Brandwatch - 10 queries Upgrade Promotion	10/25/2022 - 10/24/2023

PRICING*
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Total Fees	\$28,150.00
Discount	(\$5,906.00)
Total	\$22,244.00

\* Note: The Prices above do not include taxes and travel expenses. Taxes are charged based on the state listed in the Shipping Information section above. Invoices will reflect any such taxes collected or any pre-approved travel expense amounts.

If a duration of time is listed in the Service Term, then the Service Term will begin on the date of Client's signature below and continue for the duration. If dates are listed in the Service Term, then the Service Term will begin on the first date listed, unless Client signs after such date, then Company will adjust the Service Term to start on the date of Client's signature below.

## Payment Information

Quote Expiration Date:

August 5, 2022

Total Agreement Amount: \$22,244.00

Payment Plan: Quarterly

Installment Amount: \$5,561.00

*This payment plan consists of 4 equal invoiced payments totaling the amount of the contract (plus applicable sales tax and handling fee). The first invoice will be generated at the time the contract is received and processed; the subsequent invoices will be generated on the same day, three months apart.*

Payment Type: Invoice

Payment Terms: Net 30. Invoices shall be delivered via email to the "Invoice Contact E-mail" in the billing Information section above.

## Customer Information

Are you Tax Exempt? If yes, please check here \_\_\_\_\_

*If your organization is tax exempt, we require a valid tax exemption certificate from your state. Please email a copy of your certificate to your sales representative. We will not be able to process your order until this certificate has been received.*

Are you a government entity? If so, which level:

If your organization requires a P.O. number on invoices issued by Supplier, please provide the P.O. number below. Failure to provide such information acknowledges that no P.O. number is required and all invoices will be paid in accordance with the Agreement.

P.O. Number \_\_\_\_\_

## System Manager

Please provide contact information for the person who will manage your system.

Name: Pattye Meagher

Email Address: pattye@coastalmississippi.com

## Product Overview

The following products are included in this Order:

### Cision Communications Cloud - Platform Only

Access to the Cision Communications Cloud Earned Media Management Platform which includes the following:

- 3 Named Users
- Global Online News
- Google & Adobe Analytics Integration

### LexisNexis Premium Print Monitoring

LexisNexis Premium Print Monitoring

### PR Newsletter

PR Newsletter. Requires Next Generation Cision Communications Cloud Platform Subscription.

### Cision Comms Cloud - US and Canada Influencer Database

Access to our US and Canada media contacts, outlets and editorial opportunities. Provides premium pitching tips including preferred contact methods, topics of interest, biographical information and personal pet peeves. Requires Next Generation Cision Communications Cloud Platform Subscription.

### Email Campaigns

Additional email tracking functionality including reader interaction statistics and automated activity tracking.

### Next Gen Cision Communications Cloud Social Listening Core powered by Brandwatch - 10 queries Upgrade Promotion

Special package for Cision Social Listening Upgrades: Includes 10 queries, unlimited "Quick Search" on 30 days' data, data saved per query for 1 year rolling period, up to 20 configurable alerts, connect up to 20 social channels and mention exports up to 5,000 per day.

## Special Terms

This Order Form shall not auto-renew.

## Applicable Service Appendices

The following appendices apply to the Services purchased under this Order:

- [Media Database Service Appendix](#)
- [Monitoring Services Appendix](#)
- [Social Listening Service Appendix](#)

## Commercial Terms

- **Taxes** - Prices set forth on this Order do not include taxes. Unless collected and remitted by Supplier (as indicated on the invoice presented to Customer by Supplier), Customer is responsible for payment of all taxes due to a governmental authority, if any, except for taxes imposed on Supplier's net income. Customer shall provide to Supplier any certificate of exemption or similar document required to exempt any transaction under this Agreement from sales tax or other tax liability.
- **Late Charges** - Any payment not received from Customer by the due date may accrue late charges at the rate of 1.5% of the outstanding balance per month, or at the maximum rate permitted by law, whichever is lower, from the date such payment was due until the date paid.
- **Public Company Adjustment** - In the event the shares of Customer become publicly traded on a national securities exchange at any time during the Term, Customer reserves the right to reduce the discount under the Agreement for Services on a pro-rata basis for the portion of the Term in which the Client is publicly traded on a national securities exchange. If this occurs, the parties agree that the automatic renewal feature, if any, of this Order is automatically cancelled and the parties will negotiate and if mutually agreed, will enter into a new Order (with updated terms/pricing) following the expiration of that current Service Term.
- **Payment Disputes** - If Customer, in good faith, reasonably disputes any invoiced amounts, it may withhold such disputed amounts, provided that Customer (1) timely pays the undisputed portion of the invoice; and (2) provides Supplier with prompt written notice (which may be by email) of the dispute and commences discussion with Supplier to promptly resolve the dispute. Supplier will not suspend Customer's access, nor assess late charges if Customer is disputing the applicable charges reasonably and in good faith and is cooperating diligently to resolve the dispute.
- **Exclusivity** - Customer and/or any agency issuing news on Customer's behalf shall use Supplier exclusively for all Distribution Services during the Term. In the event that Customer breaches the exclusivity obligation in the foregoing, without waiving any rights Supplier may have under the Agreement or otherwise, Supplier may invoice Customer for an amount equal to the difference between the discounted rates charged for all Services used during the Term and the Supplier published rate-card rates as of the date of provision of the applicable Service.


{Signature page follows}

Signed by each Party's authorized representative.

Cision US Inc.  
DocuSigned by:  
  
C1AFFE310F25E40F  
\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

8/2/2022  
\_\_\_\_\_  
Date

Coastal Mississippi  
DocuSigned by:  
  
0B1F655E3054473  
\_\_\_\_\_  
Signature

Judy Young  
\_\_\_\_\_  
Printed Name

8/2/2022  
\_\_\_\_\_  
Date

**Certificate Of Completion**

Envelope Id: 6B6A8262A0CA460D84959171A4047BB6

Status: Completed

Subject: Documents for your DocuSign Signature: Coastal Mississippi

Source Envelope:

Document Pages: 7

Signatures: 1

Envelope Originator:

Certificate Pages: 1

Initials: 0

Michaela Walker

AutoNav: Enabled

1 Prudential Plaza

Enveloped Stamping: Enabled

130 E Randolph Drive, 7th Floor

Time Zone: (UTC-08:00) Pacific Time (US &amp; Canada)

Chicago, IL 60601

michaela.walker@cision.com

IP Address: 13.110.78.8

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Status: Original

Holder: Michaela Walker

Location: DocuSign

8/2/2022 1:41:40 PM

michaela.walker@cision.com

**Signer Events**

Nicholas Parrilli

nicholas.parrilli@cision.com

Manager, Client Development

Cision Us, Inc.

Security Level: Email, Account Authentication  
(None)**Signature**

DocuSigned by:



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Signature Adoption: Pre-selected Style  
Using IP Address: 24.219.9.123**Timestamp**

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Patty Meagher

patty@coastalmississippi.com

Security Level: Email, Account Authentication  
(None)**COPIED**

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Not Offered via DocuSign**Witness Events****Signature****Timestamp****Notary Events****Signature****Timestamp****Envelope Summary Events****Status****Timestamps**

Envelope Sent

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Certified Delivered

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8/2/2022 2:50:43 PM

Signing Complete

Security Checked

8/2/2022 2:50:53 PM

Completed

Security Checked

8/2/2022 2:50:54 PM

**Payment Events****Status****Timestamps**

AMENDMENT TO ADDENDUM  
TO FAHLGREN MORTINE  
STATEMENT OF WORK

WHEREAS, Fahlgren Mortine and Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi entered into that certain Addendum to Statement of Work to add social media services from the period of July 8, 2022 to September 30, 2022, a copy of which Addendum is attached hereto as Exhibit A; and,

WHEREAS, Fahlgren Mortine and Coastal Mississippi desire to amend and extend the period for such additional social media services to the period ending December 31, 2022, as set forth in Exhibit B attached hereto.

NOW, THEREFORE, in consideration of the mutual promises and covenants set forth in the original agreement between said parties effective on October 1, 2020, and the Addendum attached hereto as Exhibit A, and for other good and valuable consideration, the parties hereby covenant and agree to enter into a revised Addendum to the Statement of Work attached hereto as Exhibit B for the purpose of extending the social media services to the period ending December 31, 2022.

WITNESS the signatures of Fahlgren Mortine and Coastal Mississippi on this the 2<sup>nd</sup> day of August, 2022.

FAHLGREN MORTINE

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

TITLE: Chief Financial Officer

MISSISSIPPI GULF COAST REGIONAL  
CONVENTION AND VISITORS BUREAU

d/b/a COASTAL MISSISSIPPI

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

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

COASTAL MISSISSIPPI + FAHLGREN MORTINE

## Addendum to Fahlgren Mortine Statement of Work

Fahlgren, Inc. d/b/a Fahlgren Mortine and Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi entered into an agreement effective October 1, 2020, and then extended that agreement through December 30, 2023. A copy of the original agreement and the extension addendum are attached.

Now, in addition to the services provided within that agreement, Fahlgren Mortine and Coastal Mississippi desire to add the following scope of services from July 8, 2022, to September 30, 2022. The terms and conditions set forth in the original agreement apply to the additional services outlined below.

### SCOPE OF SERVICES

In addition to the current public relations retainer agreement (\$5,500/month) between Coastal Mississippi and Fahlgren Mortine, Coastal Mississippi has requested that Fahlgren Mortine temporarily extend its services through FY22 to include social media consulting, advertising, creative, and marketing services to showcase and promote the three Coastal Counties and their tourism products as one Coastal Mississippi product.

As an integrated marketing communications company, in addition to its industry leading PR team that already supports Coastal Mississippi, Fahlgren Mortine has experts who develop and implement comprehensive social media campaigns that strengthen and enhance brand strategy and meet stated goals and objectives.

Coastal Mississippi's internal social media team will maintain responsibility for most monthly content development, community management and social listening. As an extension of that team, Fahlgren Mortine will provide the following:

- **Creative Content Development** – Concepting and executing 4-5 social media posts (primarily for Instagram Stories, but to be resized for in-feed Facebook, Instagram, Pinterest and LinkedIn as requested) per month using existing photography equally promoting the Secret Coast counties and partners and aligning with other integrated marketing and communications efforts. This includes:
  - Monthly content brainstorming with FM and CM teams
  - Concept review meetings as needed
  - 1 round of minor revisions
  - Resizing for platforms as needed
  - Goal is 2.5 weeks from brainstorming to final deliverables, assuming 1-2 client reviews
- **Paid Social Strategy and Execution** – Monthly content and budget allocation recommendations for social advertising and boosted social content on Facebook, Instagram, Pinterest and Twitter. This includes:
  - Review of Coastal Mississippi content plans to provide recommendations

- Execution of paid promotion aligned with goals (engagement vs. awareness, etc.)
- Targeting/audience recommendations
- **Social Media Paid/Organic Reporting & Analysis** – Monthly social media reporting of each platform's paid and organic efforts, including analysis of performance and optimization opportunities. Reporting will also include monitoring of up to five key words/phrases/hashtags and corresponding sentiment reporting.
- **Strategic Social Media Counsel & Support** – In addition to the executional responsibilities, Fahlgren Mortine will remain available to offer input and guidance to improve social performance. This will include sharing insights on platform trends and algorithm changes, serving as a sounding board for Coastal Mississippi's in-house social media content development and monitoring/responding, etc.

**INVESTMENT:** \$7,500/month + 7.5% media commission for social media, in addition to existing \$5,500/month PR retainer

July 8 – September 30, 2022, total monthly retainer: \$13,000 + 7.5% media commission

\*does not include outside costs (photography, stock assets, etc.); maintains discounted billing rate of \$150/hour

**FAHLGREN MORTINE**

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

TITLE: Chief Financial Officer

**COASTAL MISSISSIPPI**

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

TITLE: Exec Director

## COASTAL MISSISSIPPI + FAHLGREN MORTINE

# Addendum to Fahlgren Mortine Statement of Work

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**FAHLGREN MORTINE**

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

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

**COASTAL MISSISSIPPI**

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

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

## Objective

Simpleview will make the following updates to the CRM.

## Features

Simpleview will add a dropdown to the Partner Referral process for listing category and subcategory. When users do the account search for partner referrals, they will select the listing category and subcategory that should be pulled. Then for step 2 of the referral process, only the selected listing categories will show. This will remove the step of having to look through multiple listings for each business when selecting what goes into the referral that is sent out to the person requesting the referral.


## Cost Summary

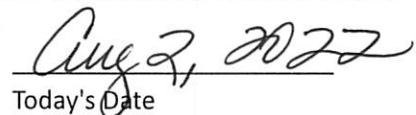
Cost includes implementation, project management and training. Quote valid for 30 days. Any change or addition to the above scope of work will result in the creation of a new work order.

Partner Referral	\$4,000
<b>Total Cost</b>	<b>\$4,000</b>

## Moving Forward

In order for simpleview to proceed with the project execution, we will need your signature accepting the project and budget.

  
Authorized Signature (required to begin work)

  
Today's Date

  
Printed Name

  
Organization

Please email the completed form to [tcrouthamel@simpleviewinc.com](mailto:tcrouthamel@simpleviewinc.com) or fax to 520.575.1171.