

VISIT MISSISSIPPI GULF COAST BOARD
JANUARY 26, 2017
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, January 26, 2017 at 9:00 a.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Clay Wagner, President; Pam Meinzinger, Vice President (2); Duncan McKenzie, Treasurer (1); Carla Todd, Secretary; Bill Holmes; Chett Harrison; Kim Fritz (1); LuAnn Pappas (2); Myron Webb (1); Nikki Moon; Rich Westfall; Richard Chenoweth; Richard Marsh

Commissioners Absent: Danny Hansen; John Carter (1)

Staff Members Present: Renée Areng, Executive Director; Karen Conner, Director of Marketing; Janice Jefferson, Director of Sales; Lisa Jones, Finance Manager; Cindy Jo Calvit, Executive Administrative Assistant

Others Present: Hugh Keating, Legal Counsel; Gloria Frey, Mississippi Coast Coliseum and Convention Center and Advisory Member; Donna Brown, Gulf Hills Resort and Advisory Member; Danie Rodrigues, Chef and Advisory Member; Clay Williams, Gulfport-Biloxi Airport Authority and Advisory Member; Marcia Crawford, Harrison County Development Commission; Charlotte Miller, Hampton Inn; Myrna Green, Hancock County Tourism Development Bureau

President Wagner called the meeting to Order.

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

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

2. Commissioner Chenoweth made the motion to accept the minutes from the December 15, 2016 meeting as presented. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

3. President Wagner recognized and welcomed all Advisory Members and Guests and announced Hancock County Board of Supervisors have voted for their attorney to draw up a working agreement allowing Hancock County Occupancy Tax Collection to go directly to Visit Mississippi Gulf Coast beginning October 1, 2017.
4. Commissioner Meinzinger has requested to step down from her position as Vice President of the VMGC Board. The Executive Committee has requested Commissioner Harrison to serve the rest of Commissioner Meinzinger's unexpired term.

Commissioner McKenzie made the motion to accept these two requests as presented. Seconded by Commissioner Webb, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

5. Commissioner McKenzie made the motion to place Commissioner Marsh on the Development and Government Relations Committee and Advisory Member, Mary Spain on the Marketing Committee.

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

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

6. Renée Areng, Executive Director, reported on the following items:

- Various articles Marketing the Mississippi Gulf Coast
- Accomplishments of Visit Mississippi Gulf Coast
- Content Marketing Workshop
- Key Performance Indicators- December 2016 (attached)
- Current Activities

7. Commissioner Moon made the motion to approve the AGJ Contract with the following changes:

- Remove the clause that states “The Client agrees, without written consent, while employing the services of AGJ and for twelve months after the contract period terminates, the Client will not solicit, hire or retain any employee or contractor of AGJ.”
- Remove the clause that states: “Fees will automatically be drafted on the first day of each month.”

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

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

8. Hugh Keating, Legal Counsel, made mention of the following: As an annual occurrence, Auditing Company request Legal to write a letter stating VMGC has no threatening or pending claims or litigations in excess of \$5000. Glad to say there is none and he has fulfilled this request.

9. Commissioner Chenoweth made the motion to approve dedicating \$6500 of unrestricted net assets for potential future unemployment claims per Mississippi Department of Employment Security requirements.

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

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

10. Commissioner Meinzinger made the motion to approve the Balance Sheet and Statement of Income and Expenses as of December 31, 2016. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

11. Commissioner Westfall made the motion to approve both the check disbursements totaling \$381,093.26 and the expenses paid by credit card totaling \$38,781.79. Seconded by Commissioner Pappas, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- A&E | Commissioner Meinzing | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Hansen | Voted ---- A&E | Commissioner Marsh | Voted ---- Yes |
| Commissioner Harrison | Voted ---- Yes | Commissioner Todd | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner McKenzie | Voted ---- Yes | Commissioner Westfall | Voted ---- Yes |

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

12. Renée Areng made mention that the Mississippi Tourism Association is taking on as a legislative effort to pass legislation to encourage enforcement of Short Term Rentals and Occupancy & Sales Tax Collection for Airbnb and VRBO.

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

Commissioner Carter	Voted ---- A&E	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

14. Commissioner Moon made the motion to enter into Executive Session to discuss personnel matters and benefits. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

Commissioner Webb left Executive Session due to another commitment.

15. Commissioner Holmes made the motion to reconvene from Executive Session. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

16. President Wagner reported No Action Taken in Executive Session.

17. Commissioner Fritz made the motion to adjust the salaries of personnel affected by increased health insurance premiums. Seconded by Commissioner Moon, the president called the questions, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

18. Commissioner Fritz made the motion to authorize Legal Counsel to gather all facts and paperwork regarding the insurance process and report back to the Board. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- A&E	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 26, 2017.

19. Reminders

- VMGC Monthly Board Meeting- February
Thursday, February 23rd 9:00am - 10:30am VMGC Board Room

20. President Wagner adjourned meeting.



Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS

JANUARY 2016



Occupancy Tax Receipts



MS Department of Revenue



Occupancy Rate Non-Casino



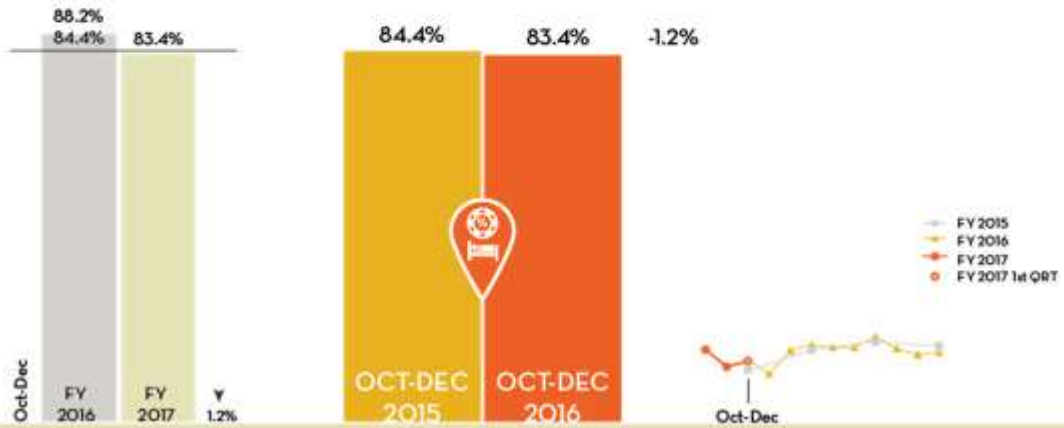
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Occupancy Rate Casino



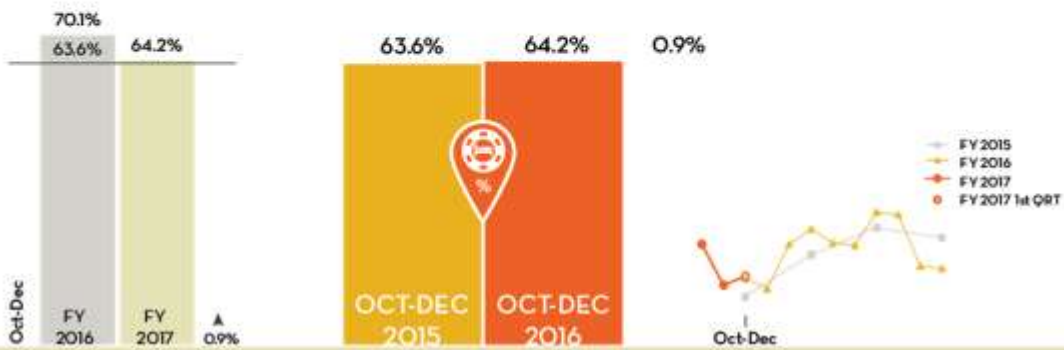
MS Gaming Commission



Occupancy Rate All



STR & MSGC



Average Daily Rate Non-Casino



STR



Average Daily Rate Casino



MS Gaming Commission



Average Daily Rate

All



STR & HSGC



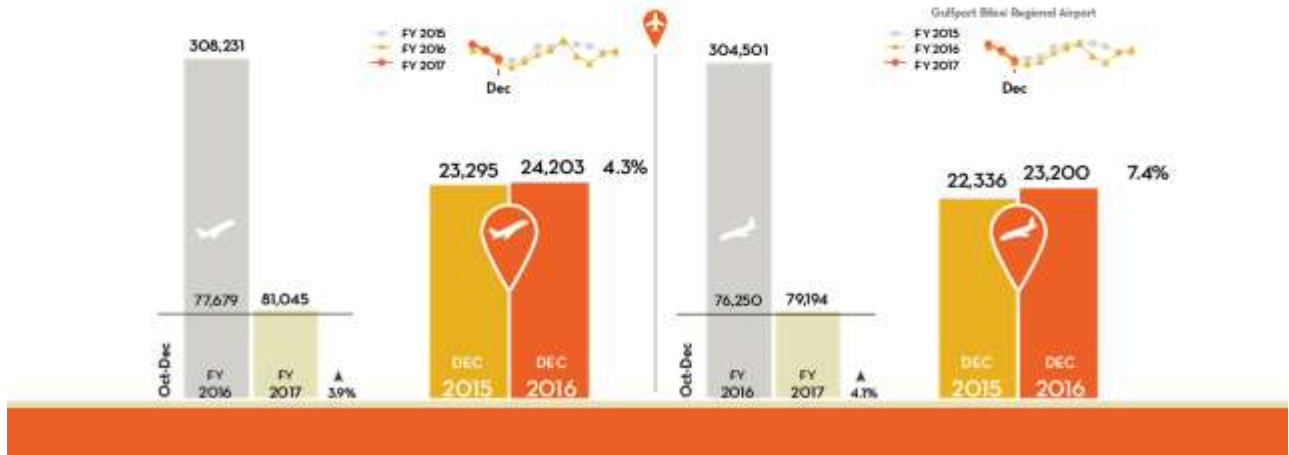
Gaming Revenue



MS Gaming Commission



Gulfport-Biloxi International Airport Enplanements — Deplanements



Convention Center Revenue



MS Coast Coliseum and Convention Center

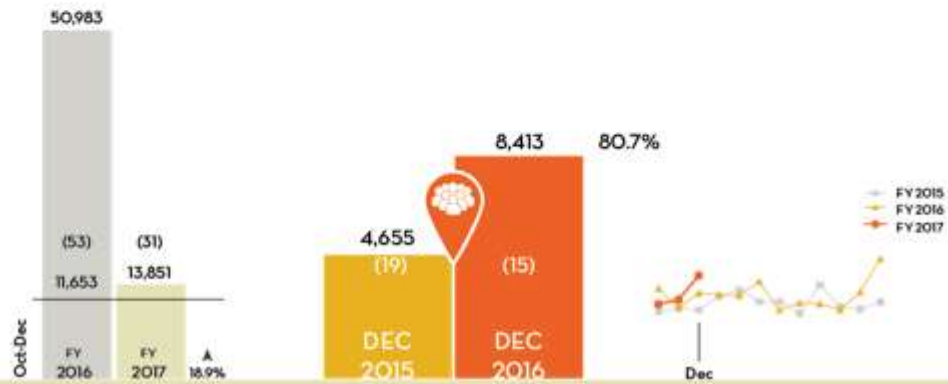


Definite Bookings

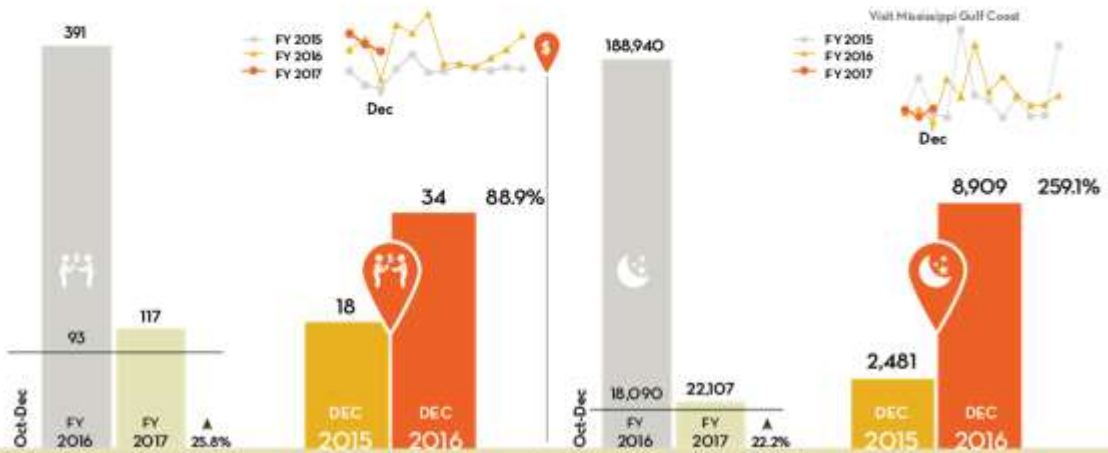


Room Nights/(Groups)

Visit Mississippi Gulf Coast



Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



Google Analytics



Number of Articles



Critical Mention



Media Value



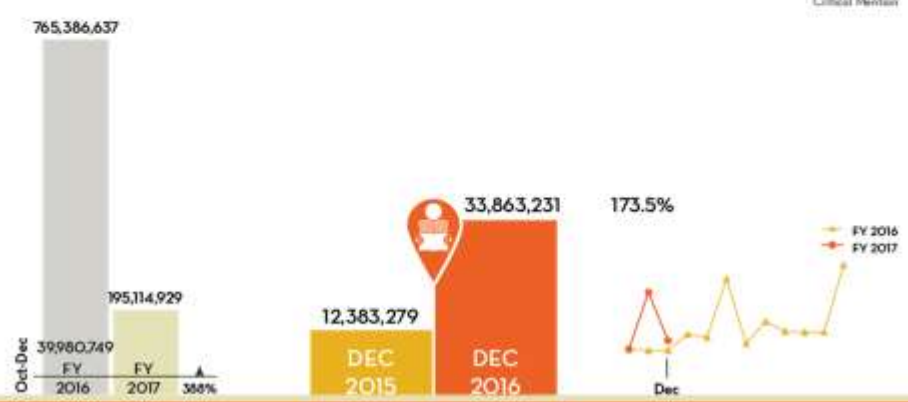
Critical Mention



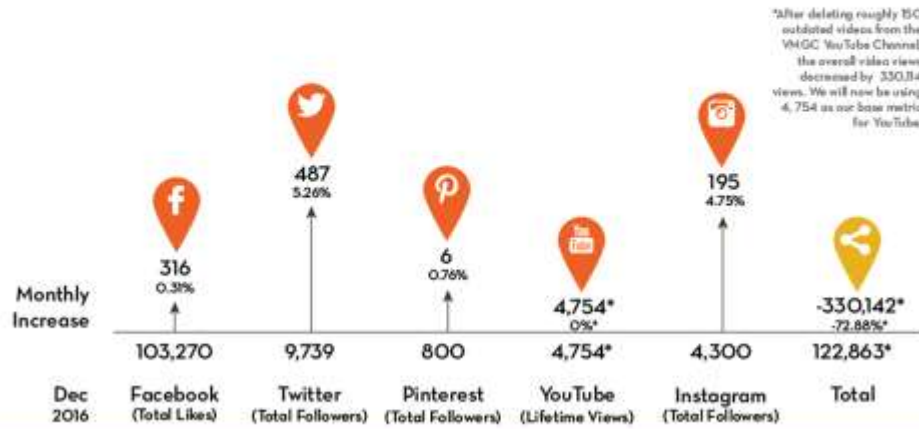
Impressions



Critical Mention



Social Media Metrics



HouseBeautiful

50 Epic Girls' Getaway Destinations in Every State Across America

If you need a weekend sans husbands/kids, one of these spots will do the trick.



GULF COAST, MISSISSIPPI

This under-the-radar gem is as warm and welcoming as it is laidback, making it ideal for a weekend escape with your friends. If you and your friends enjoy wandering sans

Forbes

10 Best Restaurants Of 2016



Larry Olmsted, CONTRIBUTOR

Traveler, writer, eat, golf and sit, but mostly for breakfast sake. [FULL BIO](#)

Opinions expressed by Forbes Contributors are their own.

Darwell's Café, Long Beach, MS: This was my most surprising meal of the year - go someplace with high expectations and it is easy to be disappointed, but go someplace someone recommended that you know nothing about and you might be awed. I was awed by Darwell's Café, a true roadside joint that is literally on the other side of the tracks, just outside the Gulf Coast tourist towns of Gulfport and Biloxi.

MEDIA COVERAGE

50 Undiscovered Places You'll Love in the South

Follow us to your new favorite spots.



Not Since Prohibition: Lazy Magnolia Brewery

Louisiana Marathon organizers launch inaugural Mississippi event

STEPHANIE REZEL
DECEMBER 9, 2016



Organizers of the Louisiana Marathon, which celebrates its fifth anniversary in January, are in Mississippi today preparing for the inaugural Mississippi Gulf Coast Marathon.

The event will be held over two days this weekend. It will include a 5K and 1.2-mile kids run on Saturday, followed on Sunday by a 13.1-mile half marathon from Gulfport to Biloxi and a 26.2-mile full marathon from Pass Christian to Biloxi.

The launch of the Mississippi event is a testament to the success of the Louisiana Marathon, which has grown since its founding in 2012 from some 2,800 runners to an expected 9,000 in 2017. Organizers say they have also been able to cross promote the two races, creating a synergy between them that will help both to grow.

MEDIA COVERAGE

1/27/2017 VISIT MISSISSIPPI GULF COAST 20



Half marathon brings out runners from across the country

Published Sunday, December 11th 2016, 12:19 pm CST
Updated Sunday, December 11th 2016, 9:45 pm CST
By Bess Casserleigh, Reporter



HARRISON COUNTY, MS (WLOX) - A booming cannon started hundreds of half-marathon racers off at Jones Park early Sunday morning. People from all over the country convened on the coast this weekend to participate in its first-ever marathon race to take place on Hwy. 90.



"It's just for the fun, the fellowship, and of course the bling," said Brookhaven resident Tim Alexander, who ran both the half marathon and the 5K race on Saturday. "Perfect weather, just great participation from everybody. I had a great time. Just really good race."



FIRST MARATHON BOOSTS GULF COAST ECONOMY

By: Hank Davis Submitted: 12/12/2016 - 10:00pm



The Mississippi Gulf Coast Marathon drew huge crowds to our area. They got the chance to enjoy the scenery and had plenty of time to see what else the Coast has to offer. News 25's Hank Davis takes a look at the event's impact, which will last long after the race has been run.

With the first ever Mississippi Gulf Coast Marathon in the books, runners had great things to say about their experience on the beaches of Mississippi as beautiful weather and our flat landscape set the stage for plenty of success on and off the course.

MEDIA COVERAGE

1/27/2017 VISIT MISSISSIPPI GULF COAST 21



TARGETED NEWSLETTERS MISSISSIPPI GULF COAST MARATHON

1/27/2017 VISIT MISSISSIPPI GULF COAST 22

Coast Champions



30 Trainings with more than 600 graduates!



Mississippi Gulf Coast Marathon



Nearly 3,500 runners in all events!



Gulf Coast Marathon attracts runners across U.S., beyond

Beautiful weather, personal bests greet first Mississippi Gulf Coast Marathon



EDITORIALS DECEMBER 14, 2016 5:00 AM

Gulf Coast Marathon should be annual tourism event



Steph Moreland and Marco Rodrigues cross the finish line at the Mississippi Gulf Coast Marathon on Sunday. **Tim Ibell**

VIDEOS



Most of the participants show their

