

VISIT MISSISSIPPI GULF COAST BOARD

October 25, 2018

OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, October 25, 2018 at 3:00pm at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Richard Chenoweth, President; Nikki Moon, Vice President; Carla Todd, Treasurer; Bill Holmes; Danny Hansen; Dan Wittmann; John Carter; Mark Henderson; Rich Westfall; Richard Marsh; Rusty David

Commissioners Present via Phone: Clay Wagner

Commissioners Absent: Mary Cracchiolo Spain, Secretary

Staff Members Present: Milton Segarra, CEO; Cindy Jo Calvit, Executive Administrative Assistant; Karen Conner, Director of Marketing; Pam Tomasovsky, Director of Finance

Others Present: Hugh Keating, Legal Counsel; VMGC Advisory Members: Donna Brown, Gulf Hills Hotel and Conference Center and Gloria Frey, Mississippi Coast Coliseum and Convention Center; Myrna Green, Hancock County Tourism Development Bureau; Susan Perkins, Mississippi Restaurant and Beverage Association; Keith Wilson, Streetcar PR

President Chenoweth called the meeting to Order.

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

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- A&E
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 Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

2. Commissioner Carter made the motion to accept the minutes from the September 27, 2018 Visit Mississippi Gulf Coast Board Meeting as presented. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- A&E
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 Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

3. President's Report:

- Recognized and welcomed all Advisory Members and Guests

4. Milton Segarra's Report:

- Presented CEO Report (attached)

5. Commissioner Hansen made the motion to approve the Financial Statements as of September 30, 2018 as presented. Seconded by Commissioner Carter, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner Spain | Voted ---- A&E |
| 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 Wittmann | Voted ---- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

6. Commissioner Moon made the motion to ratify the expenses paid by check/ACH in the amount of \$335,474.69. Seconded by Commissioner Hansen, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner Spain | Voted ---- A&E |
| 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 Wittmann | Voted ---- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

7. Commissioner Holmes made the motion to ratify the expenses paid by credit card in the amount of \$36,308.92. Seconded by Commissioner Marsh, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner Spain | Voted ---- A&E |
| 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 Wittmann | Voted ---- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

8. Commissioner Todd made the motion to approve the Trendkite Agreement as presented. Seconded by Commissioner Carter, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner David | Voted ---- Yes | Commissioner Spain | Voted ---- A&E |
| 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 Wittmann | Voted ---- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

9. Commissioner Hansen made the motion to approve the Sparkloft Media Agreement as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- A&E
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 Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

10. Commissioner Holmes made the motion to approve the Gulfport-Biloxi Regional Airport Authority- Second Extension of Cooperative Agreement as presented. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- A&E
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 Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

11. Public

- Myrna Green gave an update on Hancock County Tourism

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

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- A&E
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 Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

13. Commissioner Hansen made the motion to reconvene from Closed Session. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- A&E
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 Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

14. Commissioner Moon made the motion to enter into Executive Session to discuss personnel issues related to job performance and business related to the expansion of the tourism industry. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- A&E
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 Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

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

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- A&E
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 Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

16. Legal Counsel stated there was no official action taken in Executive Session.

17. Commissioner Moon made the motion to accept the Employment Agreement for Ariadne Strutton, Regional Sales Manager, as presented. Seconded by Commissioner Henderson, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- A&E
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 Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

18. Commissioner Westfall made the motion to accept the Mississippi Gulf Coast Brand Plan Proposal that was prepared by Peter Mayer Advertising. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Spain	Voted ---- A&E
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 Wittmann	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

19. Reminders

- Visit Mississippi Gulf Coast FY2018 Annual Report and Marketing Summit
Friday, October 9, 2018 9:00am – 12:00pm VMGC Board Room
- Visit Mississippi Gulf Coast Monthly Board Meeting – November
Thursday, November 29, 2018 3:00pm – 4:30pm VMGC Board Room

20. Commissioner Henderson made the motion to adjourn the meeting. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Spain	Voted --- A&E
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 Wittmann	Voted --- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted October 25, 2018.

Visit Mississippi Gulf Coast

Board of Commissioners Meeting



CEO REPORT

October 2018

Milton Segarra, CDME
10/25/18



CITY & COUNTY LEADERSHIP

- Hancock County Board of Supervisors Meeting
- Harrison County Board of Supervisors Meeting
- GPT leadership meeting, Clay Williams, Teckie Hinkebein

MEDIA

- Live Interview with Supertalk Radio - Cruisin' The Coast
- Greg Oates, Skift Magazine

COMMUNITY

- Mississippi Gulf Coast Attractions Association
- Mississippi Hotel & Lodging Association
- Mississippi Gulf Coast National Heritage Area- Recognizing Nature Based Tourism Businesses in Jackson County, Harrison County & Hancock County
- National Hispanic Heritage Month- Speaking Engagement
- Ocean Springs Rotary Club- Speaking Engagement

INDUSTRY / BUSINESS DEVELOPMENT

- Craig Ray, Visit Mississippi
- Expedia-Winter Campaign Promotion Design
- MTA Tourism Director's Meeting – Greenwood, MS
- Mississippi Gulf Coast Marathon
- Meeting with Mark Lasalle-Marine Week
- Meeting with Paul Guichet- 2019 Gulf Coast Legislative Reception
- Meeting with Hancock County Tourism Development Bureau
- Mississippi Department of Revenue-Room Tax Collection meeting
- Florida-Caribbean Cruise Association-Miami meeting

CEO MONTHLY REPORT – October 2018



Thank you!

Visit Mississippi Gulf Coast
Milton Segarra, CDME- Chief Executive Officer