

VISIT MISSISSIPPI GULF COAST BOARD  
DECEMBER 20, 2018  
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, December 20, 2018 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Richard Chenoweth, President; Nikki Moon, Vice President; Mary Cracchiolo, Secretary; Bill Holmes, Immediate Past President; Clay Wagner; Dan Wittmann; Danny Hansen; Mark Henderson; Rich Westfall; Richard Marsh; Rusty David

Commissioners Absent: Carla Todd, Treasurer; John Carter

Staff Members Present: Milton Segarra, CEO; Cindy Jo Calvit, Executive Administrative Assistant; Anna Roy, PR Manager; Janice Jefferson, Director of Sales; Karen Conner, Director of Marketing; Pam Tomasovsky, Director of Finance; Zachary Holifield, Director of Leisure Business Development

Others Present: Hugh Keating, Legal Counsel; Advisory Members: Donna Brown, Gulf Hills Resort; Gloria Frey, MS Coast Coliseum and Convention Center; Sonja Gillis, Lynn Meadows Discovery Center; Mike Davis, IP Casino Resort & Spa; Myrna Green, Hancock County Tourism; Susan Perkins, Mississippi Coast Restaurant Association; Chris Vignes, City of Gulfport; Rob Langrell, Sea Coast Echo; Keith Wilson, Streetcar PR

President Chenoweth called the meeting to Order.

1. Commissioner Westfall made the motion to amend the agenda to include a Special Report and Recommendation under the Marketing Committee Report. Seconded by Commissioner Henderson, the president called the question, with the following results:

|                        |                |                         |                |
|------------------------|----------------|-------------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon       | Voted ---- Yes |
| Commissioner David     | Voted ---- Yes | Commissioner Cracchiolo | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd       | Voted ---- A&E |
| 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 December 20, 2018.

2. Commissioner Hansen made the motion to accept the agenda to include a Special Report and Recommendation under the Marketing Committee Report. Seconded by Commissioner Marsh, the president called the question, with the following results:

|                        |                |                         |                |
|------------------------|----------------|-------------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon       | Voted ---- Yes |
| Commissioner David     | Voted ---- Yes | Commissioner Cracchiolo | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd       | Voted ---- A&E |
| 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 December 20, 2018.

3. Commissioner Wagner made the motion to accept the minutes from the November 29, 2018 Visit Mississippi Gulf Coast Board Meeting as presented. Seconded by Commissioner Spain, the president called the question, with the following results:

|                        |               |                         |               |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter    | Voted --- A&E | Commissioner Moon       | Voted --- Yes |
| Commissioner David     | Voted --- Yes | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen    | Voted --- Yes | Commissioner Todd       | Voted --- A&E |
| 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 December 20, 2018.

4. President's Report:

- Recognized and welcomed all Advisory Members and Guests
- Introduced new Advisory Member Mike Davis
- Introduction of BoardPaq- Paperless System

5. VMGC CEO Report:

- Presented Monthly Report (attached)
- Announced Gulf Coast Delegation Event
  - Scheduled in Jackson
  - January 14<sup>th</sup> & 15<sup>th</sup>
  - Report on Accomplishments in FY18, Plan for FY19 and ask for any concerns or recommendations for moving forward

6. Commissioner Hansen made the motion to approve both the Balance Sheet and Revenue and Expense Report as of November 30, 2018. Seconded by Commissioner Westfall, the president called the question, with the following results:

|                        |               |                         |               |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter    | Voted --- A&E | Commissioner Moon       | Voted --- Yes |
| Commissioner David     | Voted --- Yes | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen    | Voted --- Yes | Commissioner Todd       | Voted --- A&E |
| 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 December 20, 2018.

7. Commissioner Moon made the motion to ratify the check disbursements totaling \$375,651.52. Seconded by Commissioner Marsh, the president called the question, with the following results:

|                        |               |                         |               |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter    | Voted --- A&E | Commissioner Moon       | Voted --- Yes |
| Commissioner David     | Voted --- Yes | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen    | Voted --- Yes | Commissioner Todd       | Voted --- A&E |
| 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 December 20, 2018.

8. Commissioner Wagner made the motion to ratify the expenses paid by credit card totaling \$9,238.70. Seconded by Commissioner Marsh, the president called the question, with the following results:

|                        |               |                         |               |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter    | Voted --- A&E | Commissioner Moon       | Voted --- Yes |
| Commissioner David     | Voted --- Yes | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen    | Voted --- Yes | Commissioner Todd       | Voted --- A&E |
| 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 December 20, 2018.

9. Commissioner Holmes made the motion to authorize an appropriation of \$30,000 for FY2019 and \$30,000 for FY2020 to support the Gulfport-Biloxi Regional Airport Authority airline initiative to advertise, promote and market airline services in new and emerging markets. Seconded by Commissioner Hansen, the president called the question, with the following results:

|                        |                |                         |                |
|------------------------|----------------|-------------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon       | Voted ---- Yes |
| Commissioner David     | Voted ---- Yes | Commissioner Cracchiolo | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd       | Voted ---- A&E |
| 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 December 20, 2018.

10. Commissioner Holmes made the motion to approve the Group Incentive Request for the 2020 Mississippi Counseling Association Annual Convention being held November 9-12, 2020 in the amount of \$3,500. Seconded by Commissioner Wittmann, the president called the question, with the following results:

|                        |                |                         |                |
|------------------------|----------------|-------------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon       | Voted ---- Yes |
| Commissioner David     | Voted ---- Yes | Commissioner Cracchiolo | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd       | Voted ---- A&E |
| 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 December 20, 2018.

11. Commissioner Hansen made the motion to approve the Group Incentive Request for the 2022 Association of Professional Dog Trainers Annual Conference and Trade Show being held October 9-15, 2022 up to the amount of \$10,000 with the agreement to approach the headquarter hotel to negotiate assistance in helping off-set the transportation cost. Seconded by Commissioner Marsh, the president called the question, with the following results:

|                        |                |                         |                |
|------------------------|----------------|-------------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon       | Voted ---- Yes |
| Commissioner David     | Voted ---- Yes | Commissioner Cracchiolo | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd       | Voted ---- A&E |
| 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 December 20, 2018.

12. Commissioner Wagner made the motion to approve the Consulting Agreement for Myrna Green as presented. Seconded by Commissioner Moon, the president called the question, with the following results:

|                        |                |                         |                |
|------------------------|----------------|-------------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon       | Voted ---- Yes |
| Commissioner David     | Voted ---- Yes | Commissioner Cracchiolo | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd       | Voted ---- A&E |
| 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 December 20, 2018.

13. Commissioner Cracchiolo made the motion to approve the Cision US Inc. Agreement as presented. Seconded by Commissioner Westfall, the president called the question, with the following results:
- |                        |               |                         |               |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter    | Voted --- A&E | Commissioner Moon       | Voted --- Yes |
| Commissioner David     | Voted --- Yes | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen    | Voted --- Yes | Commissioner Todd       | Voted --- A&E |
| 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 December 20, 2018.

14. Public
- Myrna Green gave an update on Hancock County Tourism

15. Commissioner Wittmann made the motion to enter into Closed Session to discuss the need to enter into Executive Session. Seconded by Commissioner Marsh, the president called the question, with the following results:
- |                        |               |                         |               |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter    | Voted --- A&E | Commissioner Moon       | Voted --- Yes |
| Commissioner David     | Voted --- Yes | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen    | Voted --- Yes | Commissioner Todd       | Voted --- A&E |
| 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 December 20, 2018.

16. Commissioner Wagner made the motion to reconvene from Closed Session. Seconded by Commissioner Holmes, the president called the question, with the following results:
- |                        |               |                         |               |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter    | Voted --- A&E | Commissioner Moon       | Voted --- Yes |
| Commissioner David     | Voted --- Yes | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen    | Voted --- Yes | Commissioner Todd       | Voted --- A&E |
| 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 December 20, 2018.

17. Commissioner Holmes made the motion to enter into Executive Session to discuss business related to the expansion of the tourism industry. Seconded by Commissioner Moon, the president called the question, with the following results:
- |                        |               |                         |               |
|------------------------|---------------|-------------------------|---------------|
| Commissioner Carter    | Voted --- A&E | Commissioner Moon       | Voted --- Yes |
| Commissioner David     | Voted --- Yes | Commissioner Cracchiolo | Voted --- Yes |
| Commissioner Hansen    | Voted --- Yes | Commissioner Todd       | Voted --- A&E |
| 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 December 20, 2018.

18. Commissioner Moon made the motion to exit Executive Session and reconvene in open meeting. Seconded by Commissioner Hansen, the president called the question, with the following results:
- |                        |                |                         |                |
|------------------------|----------------|-------------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon       | Voted ---- Yes |
| Commissioner David     | Voted ---- Yes | Commissioner Cracchiolo | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd       | Voted ---- A&E |
| 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 December 20, 2018.

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

20. Reminder

- Visit Mississippi Gulf Coast Monthly Board Meeting- January  
Thursday, January 31, 2019 3:00pm – 4:30pm VMGC Board Room

21. Commissioner Moon made the motion to adjourn the meeting. Seconded by Commissioner Henderson, the president called the question, with the following results:
- |                        |                |                         |                |
|------------------------|----------------|-------------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon       | Voted ---- Yes |
| Commissioner David     | Voted ---- Yes | Commissioner Cracchiolo | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd       | Voted ---- A&E |
| 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 December 20, 2018.

# Visit Mississippi Gulf Coast Board of Commissioners Meeting



## CEO REPORT December 2018

**Milton Segarra, CDME**  
**12/20/18**

#### CITY AND COUNTY

- Mayor Hewes- Business Address

#### MEDIA

- Interview with WVUE TV- New Orleans
- Phone Interview with Anita Lee, The Sun Herald
- Phone Interview with Peter Greenberg, CBS News
- Interview with WLOX

#### COMMUNITY

- Biloxi Kiwanis Luncheon Presentation
- Gulf Coast Business Council Board of Directors' Planning Session
- Backlot Project Press Release
- Mark LaSalle- Marine Week

#### INDUSTRY / BUSINESS DEVELOPMENT

- Destinations International Board Meeting
- Larry Gregory, MS Gaming Commission
- Tim Bennett, Conference USA
- New Convention Center Meeting
- Peter Mayer-
  - Round 1 Concepts Presentation of the Brand Campaign
  - Advertising Research Proposal
  - Round 1 of New Brand Creative
  - Round 1 Review of Brand Media Plan
- Sparkloft Playbook Presentation

### CEO MONTHLY REPORT – December 2018



# Thank you!

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

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