

VISIT MISSISSIPPI GULF COAST BOARD
DECEMBER 21, 2017
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, December 21, 2017 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Bill Holmes, President; Danny Hansen, Vice-President; Richard Chenoweth, Treasurer; Nikki Moon, Secretary; Carla Todd; Dan Wittmann; LuAnn Pappas; Myron Webb; Richard Marsh; Rich Westfall; Rusty David

Commissioners Present via Phone: Nikki Moon, Secretary; Clay Wagner

Commissioners Absent: John Carter

Staff Members Present: Cindy Jo Calvit, Executive Administrative Assistant; Karen Conner, Director of Marketing; Janice Jefferson, Director of Sales

Others Present: Hugh Keating, Legal Counsel; Billy Hewes, Mayor of Gulfport; Andrew Gilich, Mayor of Biloxi; Vincent Creel, City of Biloxi; Nicole Sullivan, City of Biloxi; Cecilia Dobbs Walton, City of Biloxi; Linda Hornsby, Mississippi Hotel and Lodging Association; Myrna Green, Hancock County Tourism Development Bureau; Susan Perkins, Mississippi Coast Restaurant Association; Chef Danie Rodriguez, Mississippi Coast Restaurant Association; Mary Perez, Sun Herald; Keith Wilson, Biloxi-D'iberville Press; Hugh Keeton, WLOX-TV 13

President Holmes called the meeting to Order.

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

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	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 21, 2017.

2. Commissioner Westfall made the motion to accept the minutes from the November 30, 2017 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 Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	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 21, 2017.

3. President Holmes Report:

- Recognized and welcomed all Advisory Members and Guests
- Wiley Anderson, VMGC Digital Content Manager, gave a report on his experience during the Christmas on the Water Boat Parade

4. Commissioner Hansen made the motion to ratify the Employment Agreement for Milton Segarra, VMGC Chief Executive Officer. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	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 21, 2017.

5. President Holmes (Financial), Janice Jefferson (Sales) and Karen Conner (Marketing) presented the [Key Performance Indicators](#) for November 2017.

Myrna Green, Hancock County Tourism Development Bureau, updated the Board on events happening in Hancock County.

6. Commissioner Hansen made the motion to approve the Sales Staff Agreement template as presented together with the approved Incentive Program and to authorize Legal Counsel to incorporate in final form these agreements with names of employees and the amounts of their base salaries to be executed by the Board President. Seconded by Commissioner Pappas, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	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 21, 2017.

7. Legal Counsel updated the Board on a letter received from the City of Biloxi regarding the 5% taxes on Hotel, Motel and other Rooms in Harrison County.

8. Commissioner Todd made the motion to approve the Financial Statements as of November 30, 2017. Seconded by Commissioner Pappas, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	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 21, 2017.

9. Commissioner Hansen made the motion to ratify the check disbursements totaling \$335,589.21, which includes \$26,000 (\$25,000 - Sun Country Airlines plus \$1,000 - Travel Alliance Partners) previously ratified for payment by credit card. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	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 21, 2017.

10. Commissioner Pappas made the motion to ratify the expenses paid by credit card in the amount of \$21,563.29, which excludes payment of \$10,000 to Destination International for annual EmpowerMINT subscription included in payment list. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	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 21, 2017.

11. Commissioner Wagner made the motion to amend the \$25,000 for the 2019 Tennessee Motor Coach Convention & Marketplace Group Incentive to \$20,000 and move \$5,000 for a Tennessee Motor Coach Luncheon that will be held in FY18. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	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 21, 2017.

12. Commissioner Webb made the motion to submit the Trip Advisor Proposal Option #3 and Creative Campaign Evolution to the BP- Gulf Tourism & Seafood Promotional Fund Grant Administrator for approval. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	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 21, 2017.

13. Commissioner Spain made the motion to approve the Peter Anderson Festival Cooperative Marketing Proposal making them a Signature Event in the amount of \$10,000 for FY19. Seconded by Commissioner Pappas, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	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 21, 2017.

14. Reminder

- Visit Mississippi Gulf Coast Offices will be closed:
 - Monday, December 25th and Tuesday, December 26th for the Christmas Holiday
 - Monday, January 1st for New Year's
- Milton Segarra, CEO will begin on Monday, January 8, 2018
- Gulf Coast 2018 Legislative Reception
Wednesday, January 10, 2018 5:30pm – 8:00pm Jackson, MS
- Visit Mississippi Gulf Coast Monthly Board Meeting
Thursday, January 25, 2018 3:00pm – 4:30pm VMGC Board Room

15. Commissioner Marsh made the motion to adjourn the meeting. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted --- A&E	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	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 21, 2017.