

VISIT MISSISSIPPI GULF COAST BOARD
January 31, 2019
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, January 31, 2019 at 10:00 a.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Richard Chenoweth, President; Nikki Moon, Vice President; Carla Todd, Treasurer; Danny Hansen; John Carter; Mark Henderson; Rich Westfall; Richard Marsh

Commissioners Present Via Phone: Clay Wagner; Dan Wittmann

Commissioners Absent: Mary Cracchiolo, Secretary; Bill Holmes, Immediate Past President; Rusty David

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: Gloria Frey, MS Coast Coliseum and Convention Center; Sonja Gillis, Lynn Meadows Discovery Center and Mike Davis, IP Casino Resort & Spa; Myrna Green, Hancock County Tourism; Susan Perkins, Mississippi Coast Restaurant Association; David Crane, Peter Mayer Advertising Agency; Lauren Wegmann, Peter Mayer Advertising Agency; Lynn McMillen, Peter Mayer Advertising; Mary Perez, Sun Herald

President Chenoweth announced Milton Segarra has been chosen as one of this year's Top CEO's in Mississippi and will be traveling to Jackson this afternoon to the Awards Banquet.

President Chenoweth called the meeting to Order.

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

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- A&E	Commissioner Cracchiolo	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- A&E	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 January 31, 2019.

2. Commissioner Moon made the motion to accept the minutes from the December 20, 2018 Visit Mississippi Gulf Coast Board Meeting 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 --- A&E	Commissioner Cracchiolo	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- Yes
Commissioner Holmes	Voted --- A&E	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 January 31, 2019.

3. President's Report:

- Recognized and welcomed Advisory Members and Guests

4. Commissioner Marsh made the motion to approve the Group Incentive Request for the 2019 Southern Gaming Summit being held May 7-9, 2019 for \$20,000 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 ---- A&E	Commissioner Cracchiolo	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- A&E	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 January 31, 2019.

5. Peter Mayer Team presented the Brand Media Plan and spoke about the new Campaign.

Commissioner Westfall left meeting due to another commitment; Commissioner Moon finished Marketing Report

6. VMGC Leadership reported on FY19 first quarter numbers: Janice Jefferson, Sales Numbers and Sales Travel; Karen Conner, Marketing Numbers and Trip Advisor; Anna Roy, Public Relations Numbers and Zachary Holifield reported on Expedia, Delta Vacations and partnerships with other airlines and Booking.com.

Commissioners Wagner and Wittmann left meeting due to other commitments.

7. VMGC CEO Report:

- Introduced new employee- Jessica Sykes, Administrative Assistant will be working Front Desk, as well as supporting Destination Services and Finance
- Presented Monthly Report (attached)

8. Commissioner Hansen made the motion to approve both the Balance Sheet and Revenue and Expense Report as of December 31, 2018. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Cracchiolo	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- A&E	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 31, 2019.

9. Commissioner Marsh made the motion to ratify the check disbursements totaling \$522,925.22. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Cracchiolo	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- A&E	Commissioner Westfall	Voted ---- A&E
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 31, 2019.

10. Commissioner Hansen made the motion to ratify the expenses paid by credit card totaling \$9490.97.

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

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- A&E	Commissioner Cracchiolo	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Holmes	Voted --- A&E	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Wittmann	Voted --- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 31, 2019.

11. Commissioner Moon made the motion to approve the HelmsBriscoe 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 --- A&E	Commissioner Cracchiolo	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Holmes	Voted --- A&E	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Wittmann	Voted --- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 31, 2019.

12. Commissioner Marsh made the motion to approve the Peter Mayer Influencer Agreement as presented.

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

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- A&E	Commissioner Cracchiolo	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Holmes	Voted --- A&E	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Wittmann	Voted --- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 31, 2019.

13. Commissioner Hansen made the motion to approve the Delta Vacations 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 --- A&E	Commissioner Cracchiolo	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Holmes	Voted --- A&E	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Wittmann	Voted --- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 31, 2019.

14. Commissioner Carter made the motion to approve the Rapiscan 2019 Sponsorship Agreement as presented. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- A&E	Commissioner Cracchiolo	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Holmes	Voted --- A&E	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Wittmann	Voted --- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 31, 2019.

15. Commissioner Marsh made the motion to approve both the City of Gulfport Jones Park Agreement and the City of Gulfport Hold Harmless Agreement 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 --- A&E	Commissioner Cracchiolo	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Holmes	Voted --- A&E	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Wittmann	Voted --- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 31, 2019.

16. Commissioner Hansen made the motion to approve the Conditions for User Generated Content for Paid Media Form as presented. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- A&E	Commissioner Cracchiolo	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Holmes	Voted --- A&E	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Wittmann	Voted --- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 31, 2019.

17. Public

- Myrna Green gave an update on Hancock County Tourism

18. Reminder

- Visit Mississippi Gulf Coast Monthly Board Meeting- February
Thursday, February 28, 2019 3:00pm – 4:30pm VMGC Board Room

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

Commissioner Carter	Voted --- Yes	Commissioner Moon	Voted --- Yes
Commissioner David	Voted --- A&E	Commissioner Cracchiolo	Voted --- A&E
Commissioner Hansen	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Henderson	Voted --- Yes	Commissioner Wagner	Voted --- A&E
Commissioner Holmes	Voted --- A&E	Commissioner Westfall	Voted --- A&E
Commissioner Marsh	Voted --- Yes	Commissioner Wittmann	Voted --- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted January 31, 2019.

Visit Mississippi Gulf Coast Board of Commissioners Meeting

CEO REPORT

January 2019

Milton Segarra, CDME
1/31/19



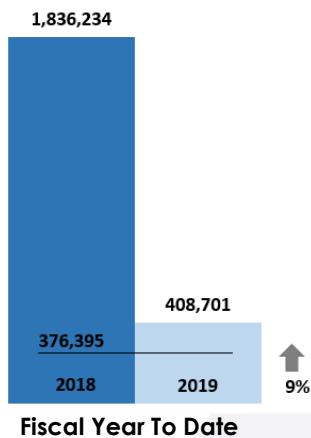
A screenshot of a video player showing the 'State of the Travel Industry 2019' report from U.S. Travel. The video title is 'State of the Travel Industry 2019 from U.S. Travel'. The video content features a circular graphic with a world map and the text 'STATE OF THE TRAVEL INDUSTRY 2019'. The video player interface includes a play button, a progress bar showing 06:04, and the Vimeo logo.

Mississippi Gulf Coast FY First Quarter 2019 Key Performance Indicators



Key Performance Indicators

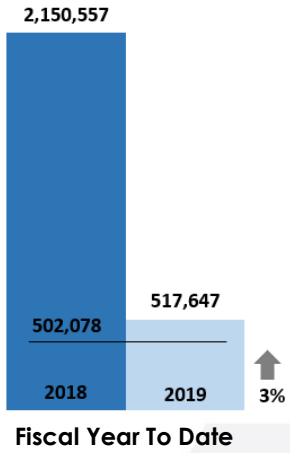
Non-Casino Rooms Sold





Key Performance Indicators

Casino Rooms Sold

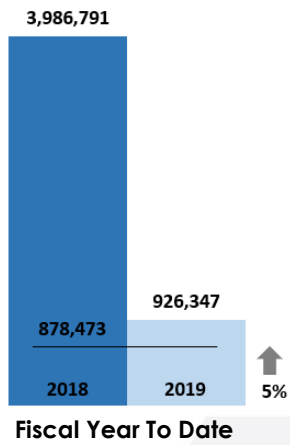


1



Key Performance Indicators

All Rooms Sold

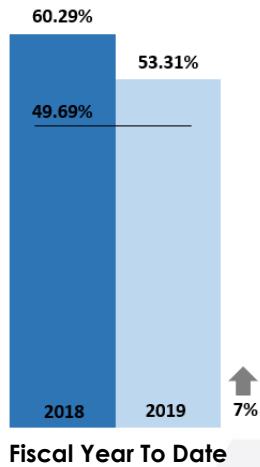


1



Key Performance Indicators

Non-Casino Occupancy

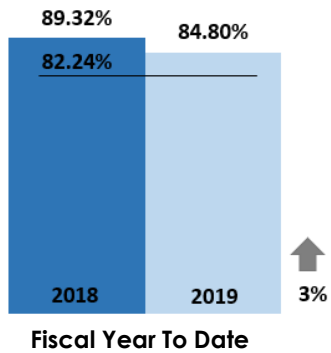


1



Key Performance Indicators

Casino Occupancy

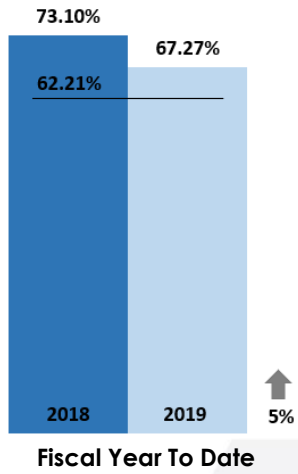


1



Key Performance Indicators

All Occupancy

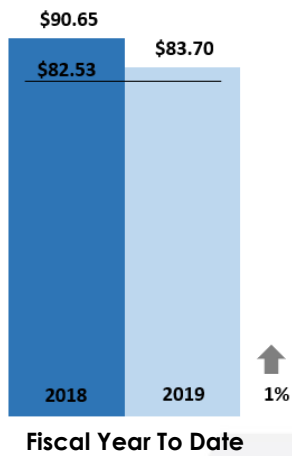


1



Key Performance Indicators

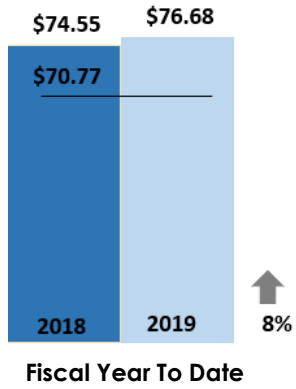
Non-Casino ADR



1

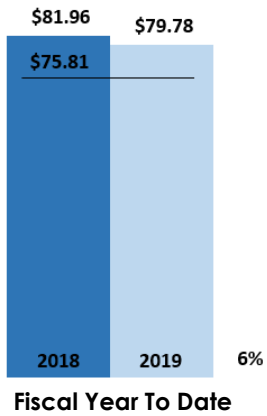
Key Performance Indicators

Casino ADR



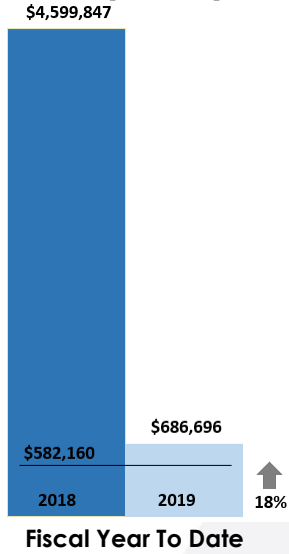
Key Performance Indicators

All ADR



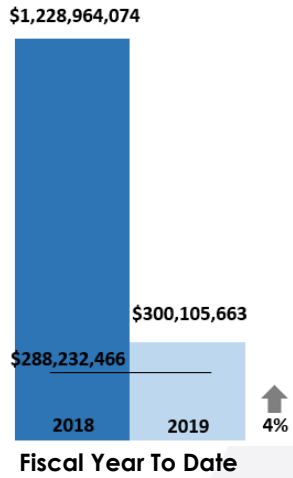
Key Performance Indicators

Occupancy Tax Receipts



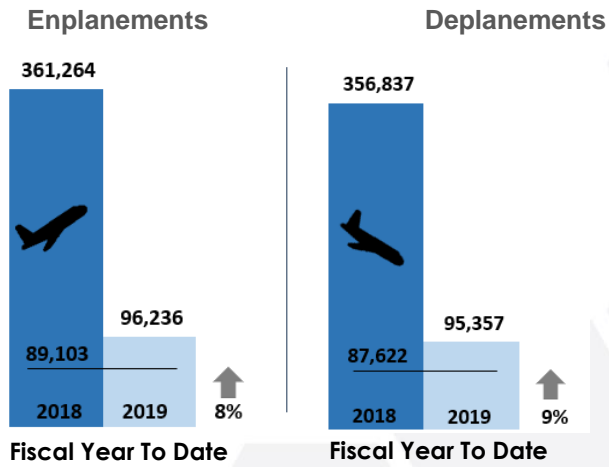
Key Performance Indicators

Gaming Revenue



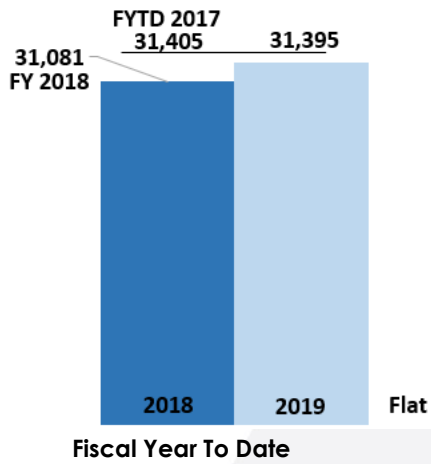
Key Performance Indicators

Airports



Key Performance Indicators

Leisure and Hospitality Jobs



VISIT MISSISSIPPI GULF COAST DESTINATION'S PERFORMANCE OVERVIEW 2015 - 2018

	2015	2016	2017	2018
Occupancy	55.1%	57.5% (4.3%)	58.1% (1.1%)	60.8% (4.6%)
ADR	\$86.60	\$86.41 (0.2%↓)	\$89.34 (3.4%)	\$91.12 (2.0%)
RevPAR	\$47.71	\$49.66 (4.1%)	\$51.92 (4.6%)	\$55.37 (6.6%)
Supply	5,091,091	5,376,064 (5.6%)	5,470,660 (1.8%)	5,462,693 (.1%↓)
Demand	2,804,955	3,089,485 (10%)	3,179,383 (2.9%)	3,319,325 (4.4%)
Revenue	\$242,912,063.00	\$266,971,737.00 (9.9%)	\$284,044,355.00 (6.4%)	\$302,453,331.00 (6.5%)

Source: STR Destination Report January 2019

1

CITY AND COUNTY

- Brand Launch Meeting with City of Gulfport

MEDIA

- Interview with WLOX- Doug and Dave Show

COMMUNITY

- Leadership Gulf Coast- Economic Day Presentation
- Mississippi Hotel and Motel Association Meeting

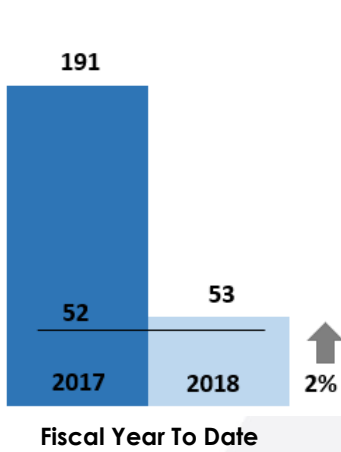
INDUSTRY / BUSINESS DEVELOPMENT

- Larry Gregory, Mississippi Gaming Commission
- Gulf Coast Legislative Reception
- Clay Chandler, Chief Marketing Officer for MDA
- Travis Lunn, President & COO of Beau Rivage
- Rapiscan Systems Classic- Meeting
- Department of Revenue- Conference Call
- Southern Gaming Summit- Meeting
- MTA Legislative Reception
- Expedia, Mary E. Mosby

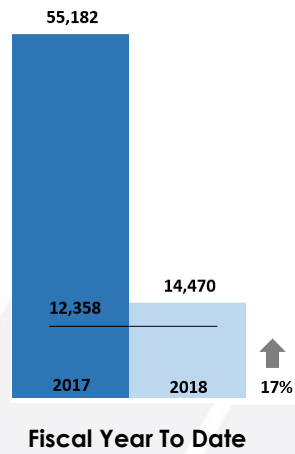
1

Key Performance Indicators

Definite Bookings

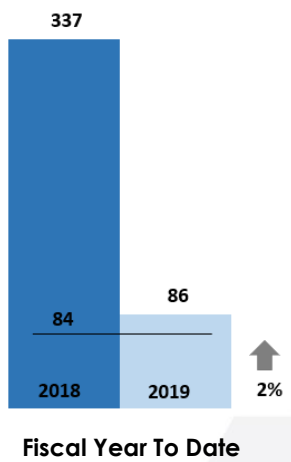


Room Nights

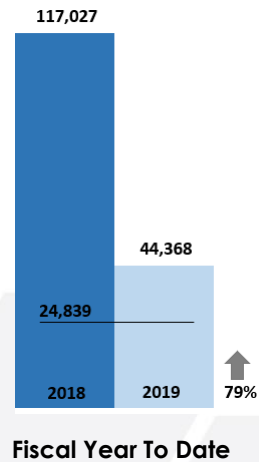


Key Performance Indicators

Leads Issued

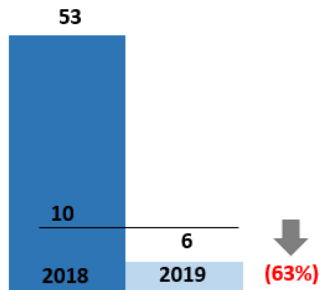


Potential Room Nights



Key Performance Indicators

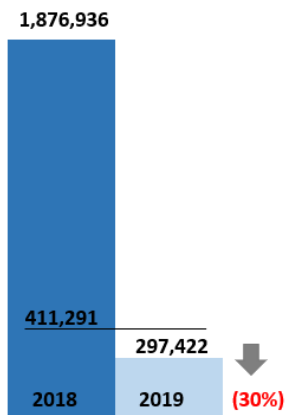
Convention Center Leads Issues



Fiscal Year To Date

Key Performance Indicators

Google Analytics - Users

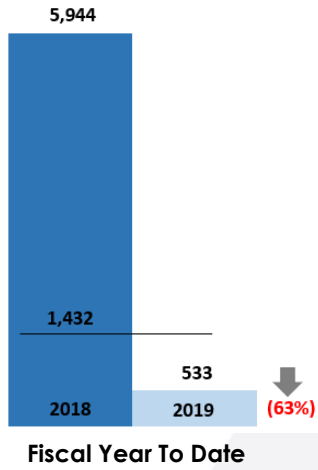


Fiscal Year To Date



Key Performance Indicators

Number of Articles

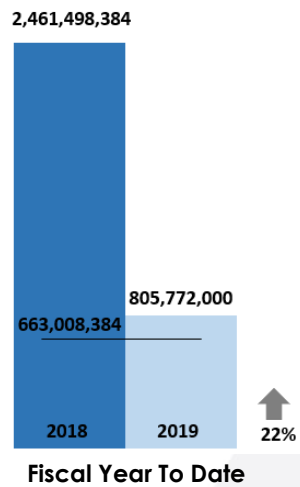


1



Key Performance Indicators

Article Impressions

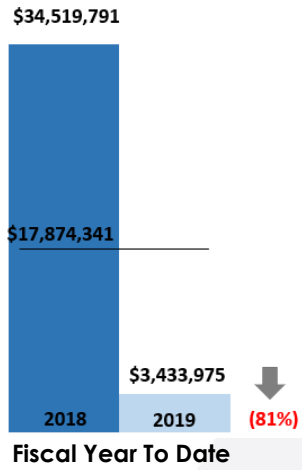


1



Key Performance Indicators

Advertising Value Equivalency



1