

VISIT MISSISSIPPI GULF COAST BOARD
JULY 26, 2018
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, July 26, 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; Mary Cracchiolo Spain, Secretary; Bill Holmes; Danny Hansen; John Carter; Kim Fritz; Mark Henderson; Rich Westfall; Richard Marsh; Rusty David

Commissioners Present via Phone: LuAnn Pappas

Commissioners Absent: Clay Wagner; Dan Wittmann

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

Others Present: Hugh Keating, Legal Counsel; VMGC Advisory Members: Gloria Frey, Mississippi Coast Coliseum and Convention Center; Sonja Gillis, Lynn Meadows Discovery Center; Donna Brown, Gulf Hills Hotel and Conference Center and Chef Demetrio Marquez, Vice President of Mississippi Restaurant Association; Myrna Green, Hancock County Tourism Development Bureau; Susan Perkins, Mississippi Restaurant Association; Teckie Hinkebein, Gulfport-Biloxi Airport Authority; Rick Cain, Longwood's International

President Chenoweth called the meeting to Order.

1. Commissioner Holmes 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 Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
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 July 26, 2018.

2. Commissioner Marsh made the motion to accept the minutes from the June 29, 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 Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
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 July 26, 2018.

3. President's Report:

- Recognized and welcomed all Advisory Members and Guests.
- Introduced Demetrio Marquez, Vice President of the Mississippi Restaurant Association, as a new Advisory Committee Member.
- Rick Cain, Longwood's International, presented the results of the Longwood's Travel USA- Visitor Profile Research

4. Milton Segarra presented his CEO Report (attached).
5. Commissioner Hansen made the motion to approve the Advertising Agency Services Agreement with Peter Mayer as presented. Seconded by Commissioner David, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
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 July 26, 2018.

6. Commissioner Moon made the motion to approve the Peter Mayer Additional Support- 2019 Marketing Plan Development as presented. Seconded by Commissioner David, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
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 July 26, 2018.

7. Commissioner Hansen made the motion to approve the New Orleans Saints Pre-Football Season Promotion 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 Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
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 July 26, 2018.

8. Commissioner Marsh made the motion to approve the Financial Statements as of June 30, 2018 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 Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
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 July 26, 2018.

9. Commissioner Westfall made the motion to ratify the expenses paid by check/ACH in the amount of \$314,615.97. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
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 July 26, 2018.

10. Commissioner Hansen made the motion to ratify the expenses paid by credit card in the amount of \$15,335.06. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
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 July 26, 2018.

11. Commissioner Hansen made the motion to approve the new Commission Committees 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 Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
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 July 26, 2018.

12. Public

- Myrna Green gave an update on Hancock County Tourism
- Chef Demetrio Marquez talked about Chefs of the Coast event on September 16, 2018

13. Reminders

- Visit Mississippi Gulf Coast Monthly Board Meeting- August
Thursday, August 30, 2018 3:00pm – 4:30pm VMGC Board Room

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

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Henderson	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
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 July 26, 2018.

Visit Mississippi Gulf Coast

Board of Commissioners Meeting



CEO REPORT

July 2018

Milton Segarra, CDME
7/26/18

CITY & COUNTY LEADERSHIP

- Hancock County Tourism Development Bureau
- Mississippi Coast Coliseum Commission Meeting
- Jackson County Chamber of Commerce- Board of Directors Meeting
- Mississippi Hotel & Lodging Association Meeting

MEDIA

- Sports Betting and Tourism Opportunities- NBC 15 Interview
- Food & Travel Writer – Chere Coen
- Success of Blues over Biloxi – WLOX Interview
- Initial Approach to Sun Herald & WLOX- Google Mapping Opportunities

COMMUNITY

- One Coast Ambassador of the Year Event

INDUSTRY / BUSINESS DEVELOPMENT

- Destinations International- Board Meeting/Annual Meeting
- Meeting with Pooja Kondabolu, Sr. Tax Advisor for Airbnb
- Meeting with Alan Kidd, President & CEO of National Association of Sports Commissions
- Meeting with Richard Harper, Executive VP of Helms Briscoe
- Meeting with Sherrif Karamat, VP & CEO of Professional Convention Management Association (PCMA)
- Dinner with Mississippi State Senators- Tourism Commission

CEO MONTHLY REPORT – July 2018

THE FOLLOWING ARE KEY ECONOMIC INDICATORS, AND STATE BUDGET DRIVERS, WHICH DEMONSTRATE AND VALIDATE THE IMPORTANCE OF THE GULF COAST TRAVEL AND TOURISM INDUSTRY AS PART OF THE STATE OF MISSISSIPPI'S ECONOMY AND GOVERNMENT SOURCE OF FUNDS. THIS INFORMATION IS FOR LAST FY, AND THE SOURCE IS THE VISIT MISSISSIPPI 2017 ECONOMIC IMPACT REPORT:



Economic Indicator	State of Mississippi	MS Gulf Coast Region	MSGC % of Total
Number of Visitors	23,150,000	13,500,000*	58.3%
Expenditures by Visitors	\$6,342,974,647	\$2,041,493,419	32.2%
Direct Employment	87,335	26,600	30.5%
State & Local Taxes	\$646,287,298	\$233,063,095	36.1%

**Our total is from the MS Gulf Coast 2017 Visitor Research report prepared by Longwoods International. The 13.5M Gulf Coast visitors' breakdown is as follows: 5.8M overnight visitors and 7.7M day visitors.*



Thank you!

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

