

VISIT MISSISSIPPI GULF COAST BOARD
SEPTEMBER 28, 2017
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, September 28, 2017 at 10:00 a.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Bill Holmes, President; Danny Hansen, Vice-President; Nikki Moon, Secretary; Clay Wagner; Dan Wittmann; John Carter; Kim Fritz; Mary Spain; Myron Webb; Richard Marsh; Rich Westfall; Rusty David

Commissioners Absent: Richard Chenoweth, Treasurer; Carla Todd; LuAnn Pappas

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; Advisory Member Gloria Frey, MS Coast Coliseum & Convention Center; Myrna Green, Hancock County Tourism Development Bureau; Dominique Patton, MHRA/Gulf Coast Produce; Marcia Crawford, Harrison County Tourism Development Commission; Mary Perez, Sun Herald; Keith Wilson, Biloxi-D'Iberville Press

President Holmes called the meeting to Order.

Commissioner Carter 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 Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

Commissioner Moon made the motion to accept the minutes from the August 31, 2017 Visit Mississippi Gulf Coast Board Meeting as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

3. President Holmes spoke about the following:

- Recognized and welcomed all Advisory Members and Guests
- Introduced and Welcomed Rusty David, Replaced Duncan McKenzie on Board
- Topics of Interest for the State of the Tourism Industry Meeting
- One-Coast Tags Update
- Sign Duncan McKenzie’s Resolution to be presented to him during the State of the Tourism Industry Meeting
- Cruisin’ The Coast Passes
- Mississippi Coast Coliseum & Convention Center Parking Permit
- President’s Activity Report
- Myrna Green, Hancock County Tourism Development Bureau updated the board on events happening in Hancock County

4. In regards to the Thanksgiving and Christmas Holidays, Commissioner Hansen made the motion to keep the November Board Meeting on Thursday, November 30, 2017, but change the December Board Meeting to Thursday, December 21, 2017. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

5. Commissioner Moon made the motion to approve the Vehicle Insurance Annual Premium with State Farm Insurance Company for both Visit Mississippi Gulf Coast Vehicles in the amount of \$5,121.30. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

6. President Holmes (Financial), Janice Jefferson (Sales) and Karen Conner (Marketing) presented the Key Performance Indicators for August 2017 (attached).

7. Commissioner Webb made the motion to approve the Public Records Request. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

3. Commissioner Moon made the motion to accept the AVL Audit Agreement for FY2018. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

9. Commissioner Moon made the motion to approve the Meetingmax- Housing Reservations System Agreement with the "Governing Laws" and "Venue" provisions being modified to reflect Mississippi and Biloxi, Mississippi. Legal will write an addendum to be approved at the October Board Meeting. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

0. Commissioner Wagner made the motion to approve the Financial Statements as of August 31, 2017. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

1. Commissioner Hansen made the motion to ratify the check disbursements totaling \$390,459.78. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

2. Commissioner Westfall made the motion to ratify the expenses paid by credit card totaling \$18,955.41. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

3. Commissioner Fritz made the motion to approve the FY17 Budget to include moving the amount of \$236,366 from Dedicated For Future Operations to Unrestricted Net Assets (attached). Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

4. Commissioner Fritz made the motion to change the accounting method from accrual to modified accrual beginning FY18. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

5. Commissioner Hansen made the motion to approve the Visit Mississippi Gulf Coast Accounting Policies and Procedures Handbook. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

6. Commissioner Wagner made the motion to declare surplus property of inventory, as described in list attached as Exhibit A, that is no longer of value or use to Visit Mississippi Gulf Coast due to its age, condition and loss of functionality, excluding item number forty-three (43), which has been authorized to be loaned to the Gulfport Visitor's Center. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

7. Commissioner Marsh made the motion to approve the Group Incentive Request for the Alpha Phi Alpha 2019 Southern Region Convention being held March 14-17, 2019 at the MS Gulf Coast Convention Center up to the amount of \$25,000. Seconded by Commissioner Webb, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

8. Commissioner Westfall made the motion to approve the Marketing Assistance Request for the Mississippi Gulf Coast Marathon being held December 8-10, 2017 on the Mississippi Gulf Coast up to the amount of \$25,000. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

9. Commissioner Hansen made the motion to approve the Signature Event: Gulf Coast Winter Classic being held February 8, 2018 – March 18, 2018 up to the amount of \$7,500. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

20. Commissioner Carter made the motion to enter into Executive Session to discuss personnel matters and matters related to the Executive Director candidates. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

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

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.

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

23. Reminder

- State of the Tourism Industry- Annual Meeting
Tuesday, October 24, 2017 4:00pm – 6:00pm Gulf Coast Event Center
- Visit Mississippi Gulf Coast Monthly Board Meeting
Thursday, October 26, 2017 10:00am – 11:30am VMGC Board Room

24. Commissioner Wagner made the motion to adjourn the meeting. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- A&E	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
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 September 28, 2017.



Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS
SEPTEMBER 2017

Occupancy Tax Receipts



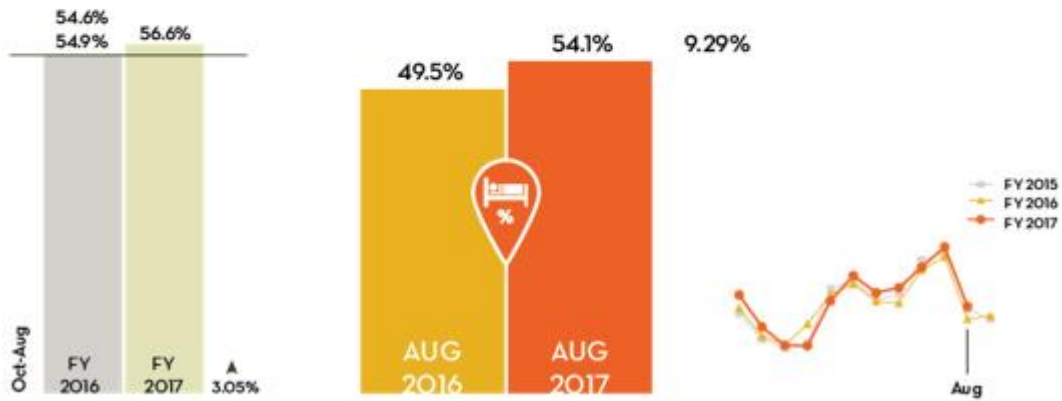
MS Department of Revenue



Non-Casino Occupancy



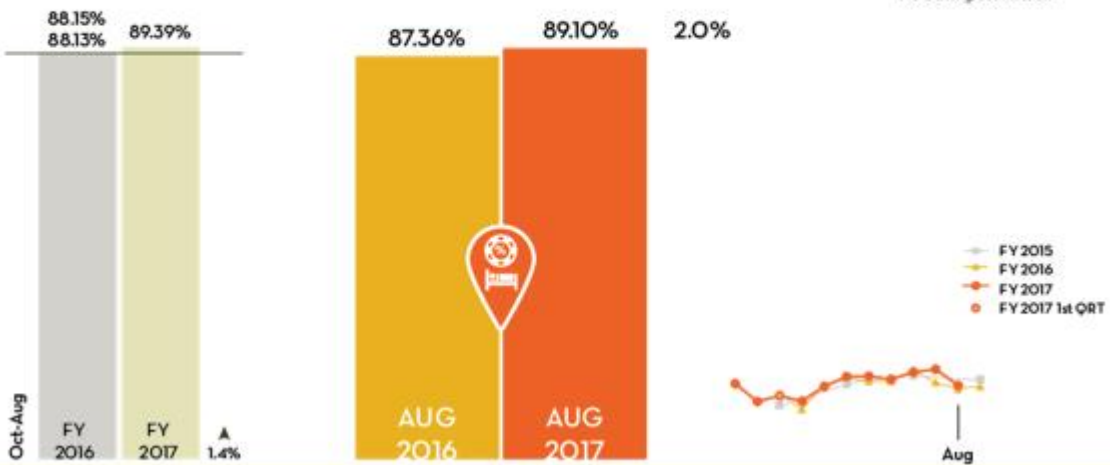
STR



Casino Occupancy



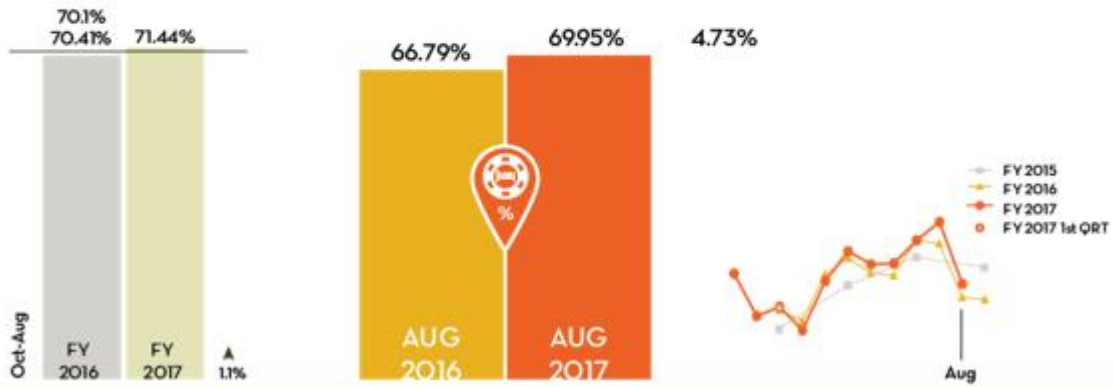
MS Gaming Commission



All Occupancy



STR & MSGC



Non-Casino ADR



STR



Casino ADR



MS Gaming Commission



All ADR



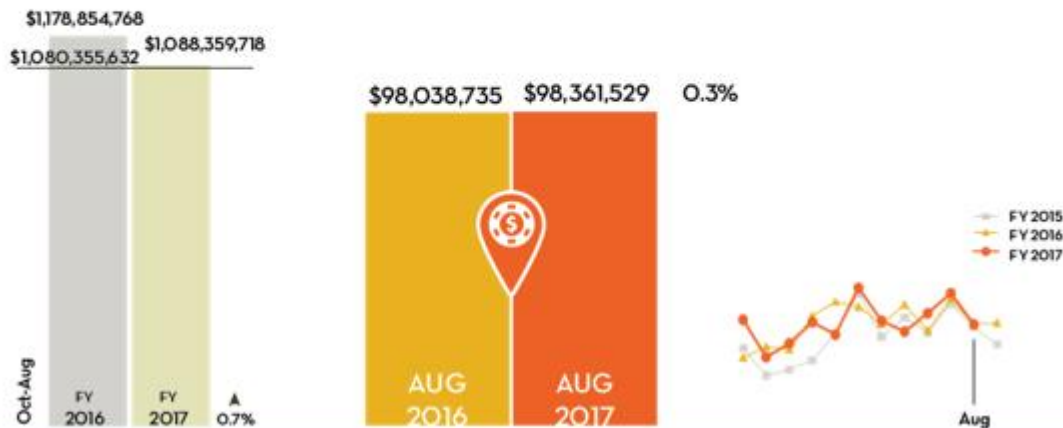
STR & MSGC



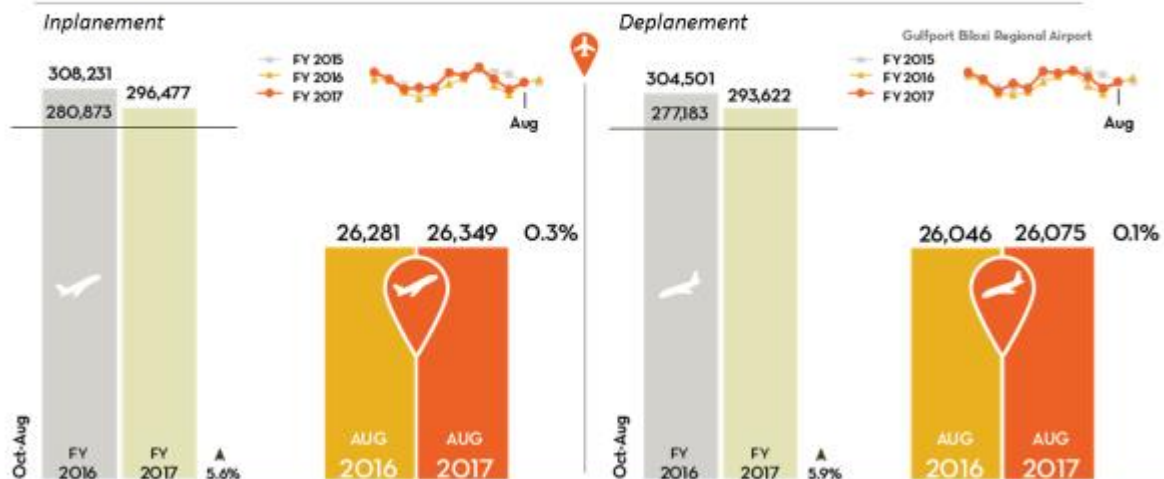
Gaming Revenue



MS Gaming Commission



Airport



Convention Center Revenue



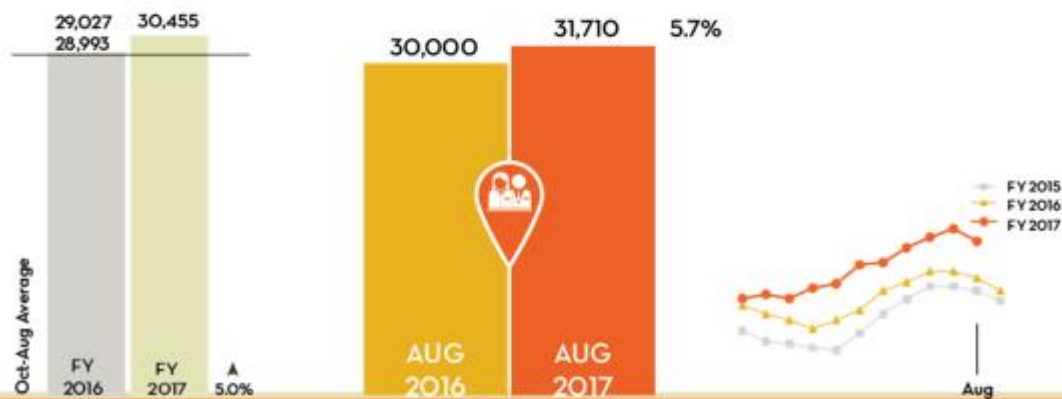
MS Coast Coliseum and Convention Center



Leisure & Hospitality Jobs



MS Dept of Employment Security



Definite Bookings

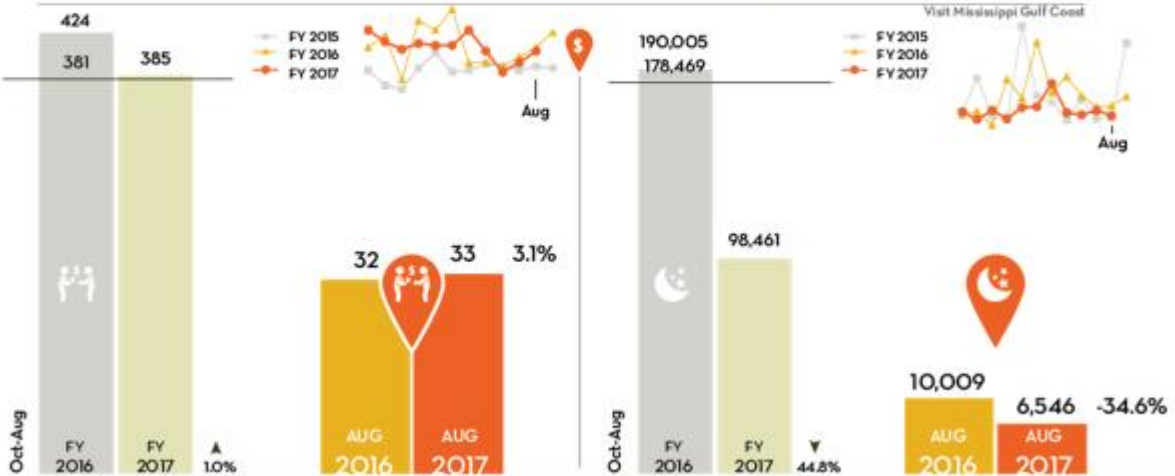


Room Nights/(Groups)

Visit Mississippi Gulf Coast



Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



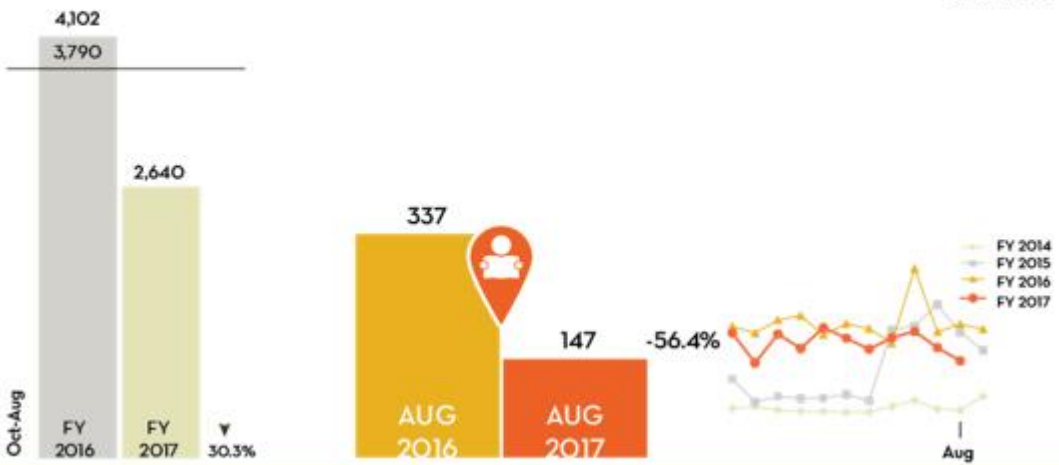
Google Analytics



Number of Articles



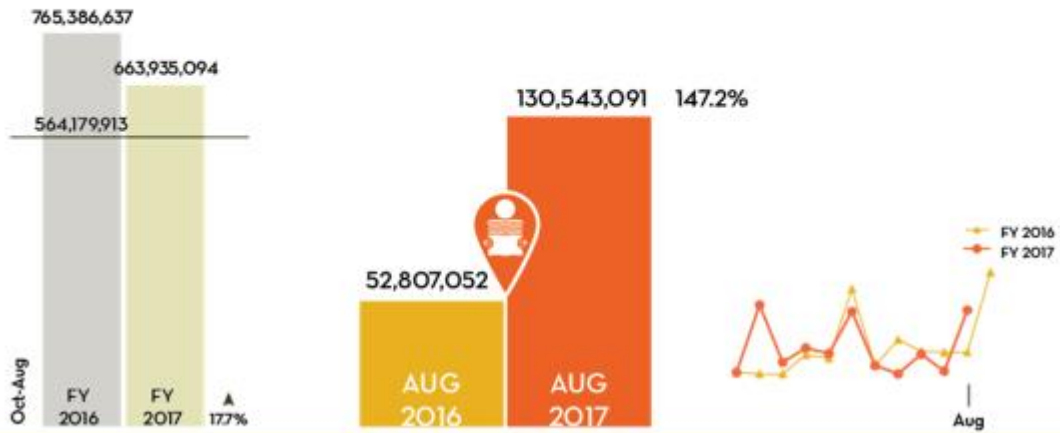
Critical Mention



Impressions



Critical Mention



Media Value



Critical Mention





15 charming cities in the American South you may have overlooked

First posted Monday, 2/26/17 • Updated 08 August 2017

10. Gulfport, Mississippi

EAT

Start at [Triplett Day Drink Co.](#), a family-owned soda fountain that will teleport you to the "Leave It to Beaver" glory days.

Southern Living

15 Affordable Small Towns We Love



Bay St. Louis, Mississippi

If you dream of living in an artsy coastal town, consider Bay St. Louis. In Old Town, wander the shops, galleries, and restaurants along Main Street, Second Street, and Beach Boulevard, and check out the

Ocean Springs, Mississippi

Picture downtown streets shaded with giant live oaks and lined with locally owned shops, galleries, and restaurants, all with cottage storefronts. A municipal park overlooks the waterfront, where you can hop onto a pedestrian walkway that's part of a bridge soaring over Biloxi Bay to the casinos and resorts of Ocean Springs' larger neighbor. The cost of living is excellent; the scenic boat rides to barrier islands

MEDIA COVERAGE

10/23/2017

VISIT MISSISSIPPI GULF COAST

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USA TODAY

Beautiful lighthouses around the USA



Lighthouses around the USA

The Round Island Lighthouse stood off the coast of Pascagoula, Mississippi when it was completed in 1859. However, the lighthouse was toppled by Hurricane George in 1958. Afterwards, the base was moved to the mainland in 2010 and the lighthouse has been restored and can be seen inland. [City of Pascagoula](#)

Southern Living

Our Favorite Fall Beach Destinations



Photo: Unsplash.com

Mississippi Gulf Coast

Fall getaways in the South always include fairs and festivals. October's *Cruise the Coast* is a doozy—a gathering of thousands of classic cars, with towns from Bay St. Louis to Ocean Springs offering food, live music, and special events.

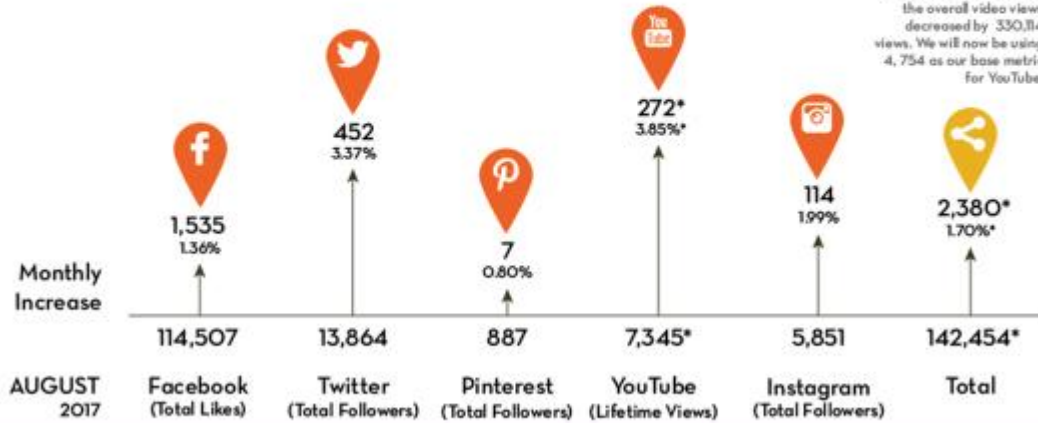
MEDIA COVERAGE

10/23/2017

VISIT MISSISSIPPI GULF COAST

20

Social Media Metrics



111,999 Posts Analyzed

3,546 Hashtags, Comments & Shares

Category	Count	Percentage
Hashtag	2,474	70%
Comment	182	5%
Share	8	0%
Like	18	0%
Retweet	11	0%
Video	109	3%
Image	558	16%
Text	8,072	24%
Audio	6	0%
Video	4,480	13%
Image	1,676	5%

Reach a bigger audience

Instagram: @mississippi_gulf_coast

Instagram Analytics:

Impressions	3,819
Total engagements	131
Likes	58
Video engagements	26
Retweets	17
Direct messages	3
Reposts	2
Profile clicks	4
Hashtag clicks	7

SOCIAL MEDIA

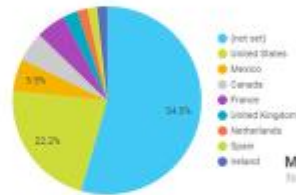


MY GULF COAST METRICS

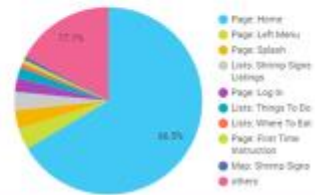
August

Total Users	2,394
New users	352
Sessions	12,340
Sessions per user	13.03
Avg. session duration	00:01:00
New iOS users	194 (55.1%)
New Android users	158 (44.9%)

Geographic Usage
Sessions by Country



Most Popular Screens
Total Screens by Screen Name



Visit Mississippi Gulf Coast

FY17 Budget

To BOD for approval 2017.09.28

REVENUE

Occupancy Tax Revenue	4,000,000
Grant Proceeds	145,776
Miscellaneous Revenue	93,720
Interest Earned	288
TOTAL REVENUE	4,239,784
Dedicated - Future Operations (2017.02.23 balance)	695,541

TOTAL REVENUE AND FUNDS DEDICATED FOR FUTURE OPERATIONS 4,935,325

EXPENSE

Personnel Expense	1,030,323
Marketing/Advertising/Sales Expense	3,051,484
Contract Services Expense	106,909
Operating Expense	218,989
Capital Expense	68,445
TOTAL EXPENSE	4,476,150
Dedicated - Future Operations ending balance	459,175

TOTAL EXPENDITURES AND FUNDS DEDICATED FOR FUTURE OPERATIONS 4,935,325

Visit Mississippi Gulf Coast

Dispositions for Board Approval

2017.09.28

EQUIPMENT

Asset Number	Description	Purchase Date	Cost
789	UPS Battery Back Up, CyberPower 550VA	02/10/06	\$ 42.61
943-B	HP Laserjet Pro 400 Series color laserjet printer	11/30/12	\$ 399.00
943-D	HP Laserjet Pro 400 Series color laserjet printer	11/30/12	\$ 399.00
815	Victor 1280-7 Calculator	09/07/06	\$ 149.69
937	Garmin GPS Unit	06/15/12	\$ 99.00

FURNITURE & FIXTURES

Asset Number	Description	Purchase Date	Cost
2-E	Board Exec Chair	10/15/06	\$ 259.00
2-F	Board Exec Chair	10/15/06	\$ 259.00
2-G	Board Exec Chair	10/15/06	\$ 259.00
2-H	Board Exec Chair	10/15/06	\$ 259.00
2-I	Board Exec Chair	10/15/06	\$ 259.00
2-J	Board Exec Chair	10/15/06	\$ 259.00
27-D	Office Task Chair	11/15/06	\$ 74.82
34-A	Chair	05/15/07	\$ 39.87
43	Floor Brochure & Magazine Rack	09/27/07	\$ 439.78
67-E	Board Room Chair (#303477)	09/09/14	\$ 99.99
992-D	guest chair	09/10/15	\$ 46.92
992-E	guest chair	09/10/15	\$ 46.92
1012	3 grey fabric wood trimmed chairs	Donated item	
1013	1 blue-grey fabric wood trimmed chair	Donated item	
1014	1 blue fabric wood trimmed chair	Donated item	
1015	2 maroon leather wood trimmed chairs	Donated item	
1032	Guest Chair	05/03/16	\$ 199.99
1033	Guest Chair	05/03/16	\$ 199.99