

VISIT MISSISSIPPI GULF COAST BOARD
April 27, 2017
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, April 27, 2017 at 10:00 a.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Clay Wagner (1), President; Chett Harrison, Vice President; Bill Holmes; Danny Hansen (2); Kim Fritz (1); John Carter (3); LuAnn Pappas (3); Myron Webb (2); Nikki Moon; Pam Meinzing (2); Richard Chenoweth; Richard Marsh; Rich Westfall (1)

Commissioners Absent: Duncan McKenzie, Treasurer (2); Carla Todd, Secretary (1)

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

Others Present: Hugh Keating, Legal Counsel; Advisory Members: Gloria Frey, Mississippi Coast Coliseum and Convention Center, Sonja Gillis, Lynn Meadows Discovery Center, Donna Brown, Gulf Hills Hotel and Clay Williams, Gulfport-Biloxi Airport Authority; David Hilbert, Hancock County Tourism Development Bureau; Myrna Green, Hancock County Tourism Development Bureau; Susan Perkins, Mississippi Restaurant Association; Charlotte Miller, Hampton Inn; Henry Ward, Tourism Business Solutions; WLOX; WXXV

President Wagner called the meeting to Order.

1. Commissioner Moon made the motion to move the Executive Session to the top of the agenda following the approval of the March Board Meeting Minutes due to two Commissioners having to leave early. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- A&E	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.

2. Commissioner Meinzing made the motion to accept the agenda with moving the Executive Session to the top of the agenda following the approval of the March Board Meeting Minutes. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- A&E	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.

3. Commissioner Fritz made the motion to accept the minutes from the March 30, 2017 meeting with the following change:

- Marketing Committee Report for Group Incentive Request- 2017 Southern Kingfish Tournament:

It reads "It has also been requested by the Board that this tournament return for the next three years." It should read "under the condition this event be booked on the Gulf Coast in 2020 as well."

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

Commissioner Carter	Voted ---- Yes	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- A&E	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.

4. Commissioner Webb 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 ---- Yes	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- A&E	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.

5. Legal Counsel reported no action taken to enter into Executive Session at this time.

6. President Wagner recognized and welcomed all Advisory Members and Guests and introduced a new Advisory Member- David Hilbert with the Hancock County Tourism Development Bureau.

7. Renée Areng, Executive Director, reported on the following items:

- Key Performance Indicators- March 2017 (attached)
- Current Activities
- Renewal of Partnership with Sun Country Airlines

8. Commissioner Westfall made the motion to approve the revised Memorandum of Understanding between VMGC and the Gulf Coast Community Foundation. Seconded by Commissioner Pappas, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- A&E	Commissioner Westfall	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.

Commissioner Westfall and Commissioner Chenoweth left the meeting due to prior commitments.

9. Commissioner Hansen made the motion to approve the Balance Sheet as of March 31, 2017. Seconded by Commissioner Moon, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Meinzing | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- A&E | Commissioner Moon | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner Harrison | Voted ---- Yes | Commissioner Todd | Voted ---- A&E |
| Commissioner Holmes | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner McKenzie | Voted ---- A&E | Commissioner Westfall | Voted ---- A&E |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.
10. Commissioner Hansen made the motion to approve the Statement of Income and Expenses as of March 31, 2017. Seconded by Commissioner Pappas, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Meinzing | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- A&E | Commissioner Moon | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner Harrison | Voted ---- Yes | Commissioner Todd | Voted ---- A&E |
| Commissioner Holmes | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner McKenzie | Voted ---- A&E | Commissioner Westfall | Voted ---- A&E |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.
11. Commissioner Moon made the motion to approve the check disbursements totaling \$443,595.85. Seconded by Commissioner Marsh, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Meinzing | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- A&E | Commissioner Moon | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner Harrison | Voted ---- Yes | Commissioner Todd | Voted ---- A&E |
| Commissioner Holmes | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner McKenzie | Voted ---- A&E | Commissioner Westfall | Voted ---- A&E |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.
12. Commissioner Hansen made the motion to approve the expenses paid by credit card totaling \$13,657.55. Seconded by Commissioner Webb, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Meinzing | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- A&E | Commissioner Moon | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner Harrison | Voted ---- Yes | Commissioner Todd | Voted ---- A&E |
| Commissioner Holmes | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner McKenzie | Voted ---- A&E | Commissioner Westfall | Voted ---- A&E |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.
13. Commissioner Carter made the motion to approve the Marketing Assistance Request for the Gulfport Harbor Lights- Winter Festival being held November 24, 2017 through December 31, 2017 at Jones Park in Gulfport in the amount of \$5,000. Seconded by Commissioner Hansen, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Meinzing | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- A&E | Commissioner Moon | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Marsh | Voted ---- Yes |
| Commissioner Harrison | Voted ---- Yes | Commissioner Todd | Voted ---- A&E |
| Commissioner Holmes | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner McKenzie | Voted ---- A&E | Commissioner Westfall | Voted ---- A&E |
- The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.

14. Commissioner Carter made the motion to approve the Group Incentive Request for the 2018 Lifeway Christian Abundance Event being held the latter part of 2018 at the Mississippi Coast Convention Center, in the amount of \$5,000. Seconded by Commissioner Holmes, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- A&E	Commissioner Westfall	Voted ---- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.

15. Commissioner Holmes made the motion to approve the Group Incentive Request for the 2019 Commercial Vehicle Safety Alliance Convention being held in September 2019 at the Mississippi Coast Convention Center in the amount of \$25,000. Seconded by Commissioner Webb, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Moon	Voted ---- Opposed
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- A&E	Commissioner Westfall	Voted ---- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.

16. Commissioner Fritz made the motion to approve changing the VMGC May Board Meeting from May 25th to May 18th due to scheduling conflicts. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- A&E	Commissioner Westfall	Voted ---- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.

17. Commissioner Webb made the motion to approve a Special-Called Meeting scheduled for Monday, May 8, 2017 at 10:00am at VMGC. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- A&E	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Marsh	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- A&E	Commissioner Westfall	Voted ---- A&E

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted April 27, 2017.

18. Reminder

- VMGC Monthly Board Meeting- May
Thursday, May 18, 2017 10:00am – 11:30am VMGC Board Room

19. President Wagner adjourned meeting.



Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS

APRIL 2017

2016 Year end



- 6.2 Million Visitors on 2016 - up 8% over 2015; goal of 7 million by 2020
- Leisure and Hospitality Jobs - 30,300 - up from 2012 by 2,410 jobs
- \$1.99 Billion spent by visitors - up 10% over 2015
- \$81 million in tourism capital improvement in FY 2016
- 14,633 Total hotel rooms with 1,500 in the pipeline to exceed pre-Katrina 16,092
- 8% increase in non-casino hotel revenue 2016 over 2015
- 6% increase in room inventory in 2016
- Overall gaming revenue up more than 5% in 2016

Sources: Mississippi Development Authority, Mississippi Gaming Commission, STR

Occupancy Tax Receipts



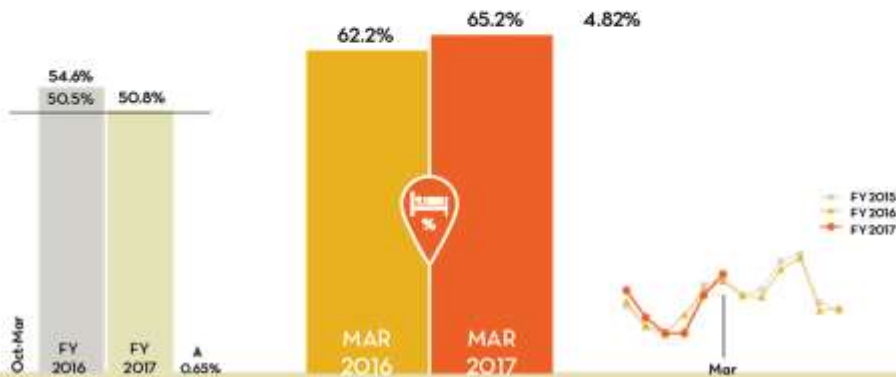
MS Department of Revenue



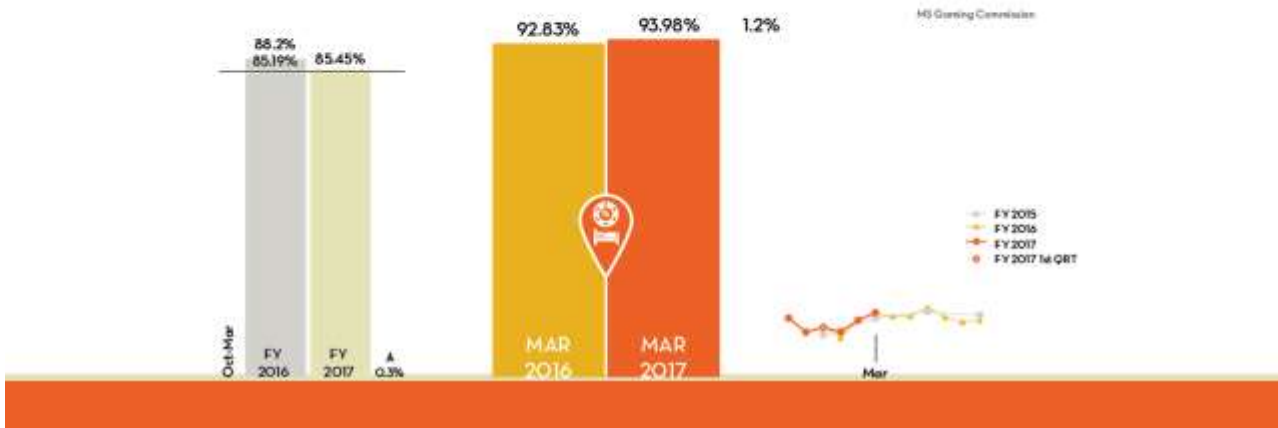
Occupancy Rate Non-Casino



379



Occupancy Rate Casino



Occupancy Rate All



Average Daily Rate Non-Casino



STR



Average Daily Rate Casino



MS Gaming Commission



Average Daily Rate

All



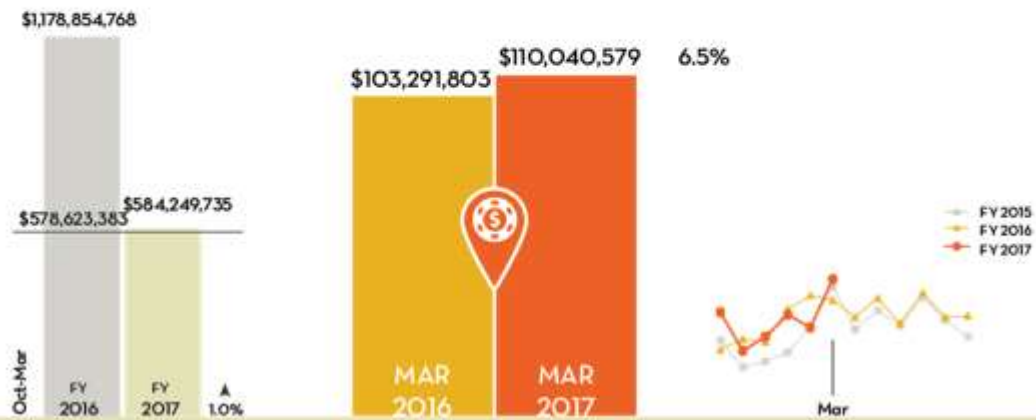
BTR & HSOC



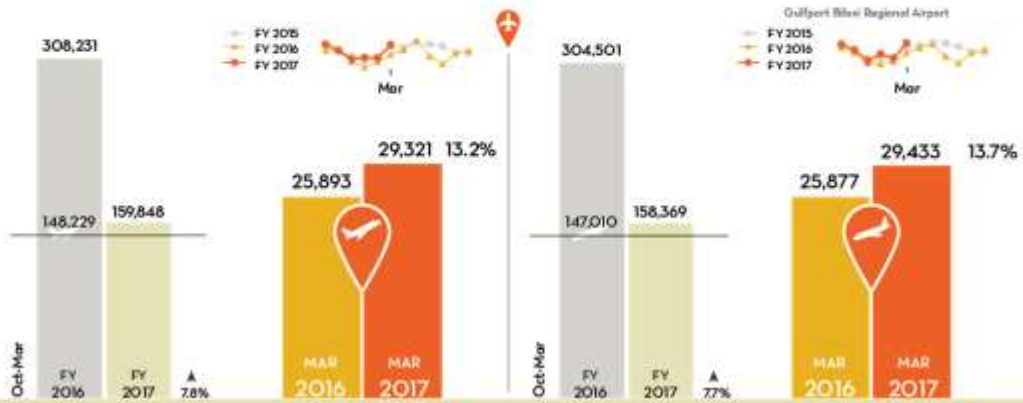
Gaming Revenue



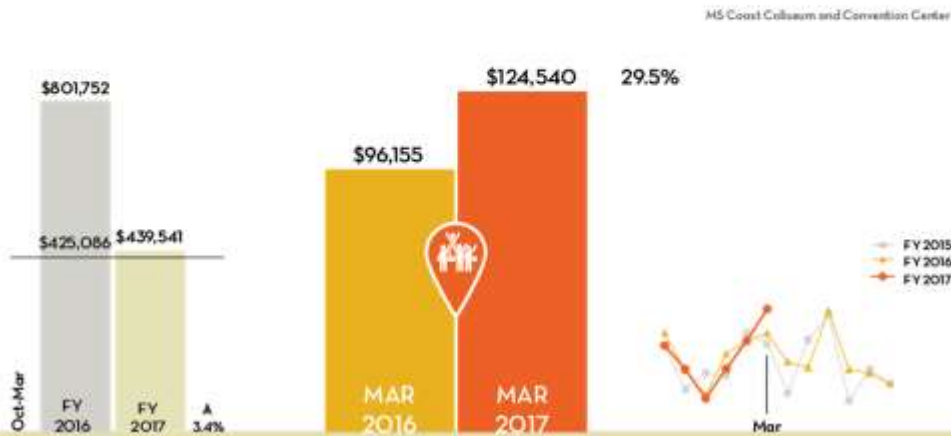
MS Gaming Commission



Gulfport-Biloxi International Airport Enplanements — Deplanements



Convention Center Revenue





Definite Bookings



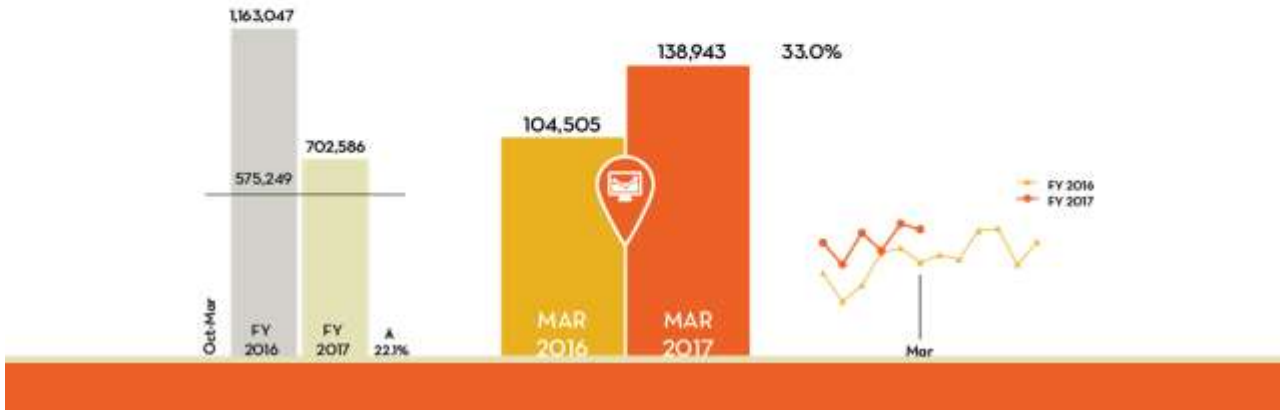
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



Google Analytics



Number of Articles



Critical Mention

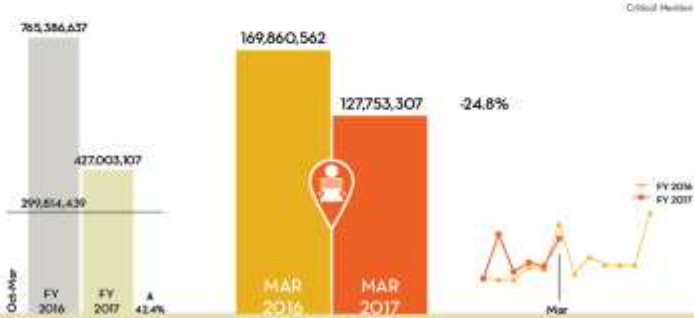




Media Value



Impressions





Social Media Metrics



THE HUFFINGTON POST

8 U.S. Solo Travel Destinations You Probably Haven't Thought Of

02000007 02:04 pm ET | Modified Mar 23, 2017

Bay St. Louis, Mississippi

If an unexpected seaside escape is your cup of tea, consider [Bay St. Louis](#). Once ravaged by Katrina, this resilient town on the water has seriously artsy vibes. Boutique-hop through Old Town (quirky [Smith & Lens](#) gallery and [The French Potager](#) are musts) and then Vinyasa-flow your way through your #NewYearsGoals at [Treshouse Yoga](#) followed by a visit to [Mockinbird Cafe](#) for a cup of near-perfect coffee. If you can swing it, treat yourself to a restorative day at [Spa at the Bay](#) in Hollywood Casino Gulf Coast.

USA TODAY

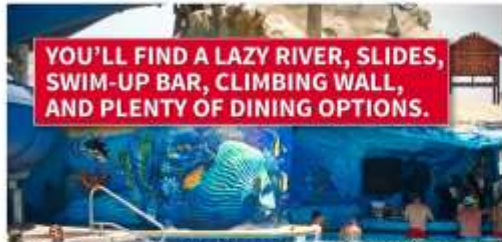
Made in Mississippi: Flavors only found on the Gulf Coast

Arac Rodriguez-Jones, Special for USA TODAY | Published 6:00 a.m. ET March 23, 2017 | Updated 5:28 p.m. ET March 26, 2017



MEDIA COVERAGE

Photo: iStockphoto.com / 17 Photos via Shutterstock / iStock.com



7 Things You're Missing In Biloxi, Mississippi

The charming town of Biloxi has lots to offer those who'd like to take a little trip to the Gulf Coast. With gorgeous scenic views, a fantastic art museum, and some of the best seafood around - you'll want to stop and stay awhile. After Hurricane Katrina, a lot of rebuilding has been done in the area. But, the activities and sights in Biloxi are back and better than ever. Families can go out on shrimping expeditions, tap into their Jimmy Buffet side (doesn't that sound nice!), and even cook their catch at local restaurants like Shaggy's and Morton's.

TRAVEL

13 AMAZING AMERICAN BEACH TOWNS YOU CAN ACTUALLY AFFORD TO LIVE IN



By MATT MELZER
Published 04/03/2017
@mattmelz



1. Gallopert, Mississippi

Median home price: \$117,300

Don't sleep on Mississippi's second-largest city -- one of America's most underappreciated that happens to be a great place to live. Its once-down-trodden Downtown has come back to life as young residents have moved back and brought with them a new energy, weekend block parties, and one of the state's best breweries in Chandeleur. Last summer the city opened an alley in the model of Cleveland's E 4th St, closed to traffic and lined with bars and restaurants for people to enjoy the coastal sunshine as they sip. When it's time to check out Biloxi, the 27 miles of unobstructed beachfront along the way make for one of the most scenic drives in America.

MEDIA COVERAGE

4/26/2017

VISIT MISSISSIPPI GULF COAST

21

Coast Champions



28 Trainings with 613 graduates!

