

VISIT MISSISSIPPI GULF COAST BOARD
FEBRUARY 23, 2016
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board of Board Members met Tuesday, February 23, 2016 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Board Members Present: Rich Westfall, president; Jeff Descher, vice president (1); Clay Wagner, secretary; John Carter (1); Jimmie Ladner (2); Chett Harrison (1); Kim Fritz; Bill Holmes (1); Duncan Mckenzie (1); Carla Todd; CeCe Shabazz (2)

Board Members Absent: Pam Meinzinger, treasurer (1); Danny Hansen (2); Richard Chenoweth (1); Myron Webb (3)

Staff Members Present: Renée Areng, Executive Director; Janice Jefferson, Director of Sales; Karen Conner, Director of Marketing; Erin Kenna, PR/Media Relations; Kelsey King, Social Media Manager; Lisa Jones, Finance Manager; Cindy Jo Calvit, Executive Administrative Assistant

Others Present: Hugh Keating, legal counsel; Matt McDonnell, MS Coast Coliseum & Convention Center; Sonya Gillis, Lynn Meadows Discovery Center; Dean Fletcher, Fletcher and Company; Jim Foster, Gulfport-Biloxi Airport Authority; Myrna Green, HCTDB; Mike Davis, Beau Rivage

President Westfall called the meeting to Order.

1. Board Member Fritz made the motion to move the Audit presentation to the beginning of the meeting, before the approval of the minutes. Seconded by Board Member Holmes, the president called the question, with the following results:

| | | | |
|------------------------|----------------|-------------------------|----------------|
| Board Member Carter | Voted ---- Yes | Board Member Ladner | Voted ---- Yes |
| Board Member Chenoweth | Voted ---- A&E | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- Yes | Board Member Meinzinger | Voted ---- A&E |
| Board Member Fritz | Voted ---- Yes | Board Member Shabazz | Voted ---- Yes |
| Board Member Hansen | Voted ---- A&E | Board Member Todd | Voted ---- Yes |
| Board Member Harrison | Voted ---- Yes | Board Member Wagner | Voted ---- Yes |
| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- A&E |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 23, 2016.

2. Dean Fletcher presented the Visit Mississippi Gulf Coast Audit. Audit was presented with no findings. Board Member Holmes made the motion to accept the Audit. Seconded by Board Member Ladner, the president called the question, with the following results:

| | | | |
|------------------------|----------------|-------------------------|----------------|
| Board Member Carter | Voted ---- Yes | Board Member Ladner | Voted ---- Yes |
| Board Member Chenoweth | Voted ---- A&E | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- Yes | Board Member Meinzinger | Voted ---- A&E |
| Board Member Fritz | Voted ---- Yes | Board Member Shabazz | Voted ---- Yes |
| Board Member Hansen | Voted ---- A&E | Board Member Todd | Voted ---- Yes |
| Board Member Harrison | Voted ---- Yes | Board Member Wagner | Voted ---- Yes |
| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- A&E |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 23, 2016.

3. Board Member Fritz made the motion to accept the minutes from the January 26, 2016, meeting as presented. Seconded by Board Member Todd, the president called the question, with the following results:

| | | | |
|------------------------|----------------|-------------------------|----------------|
| Board Member Carter | Voted ---- Yes | Board Member Ladner | Voted ---- Yes |
| Board Member Chenoweth | Voted ---- A&E | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- Yes | Board Member Meinzinger | Voted ---- A&E |
| Board Member Fritz | Voted ---- Yes | Board Member Shabazz | Voted ---- Yes |
| Board Member Hansen | Voted ---- A&E | Board Member Todd | Voted ---- Yes |
| Board Member Harrison | Voted ---- Yes | Board Member Wagner | Voted ---- Yes |
| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- A&E |

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 23, 2016.

4. President Westfall made mention of the following:
- Introduced Sonja Gillis, with the Lynn Meadows Discovery Center, is on the Advisory Board and with the Attractions Association.
 - Bringing Payroll in house: After discussing, the Board wants a definite answer on whether or not VMGC employees can stay on Harrison County benefits if payroll is brought in house.
 - Hugh Keating requested to draft a resolution for Harrison County Supervisors to approve VMGC staying in Harrison County Group for Benefits.
5. Renée Areng, reported on the following items:
- Monthly Report- Key Performance Indicators (attached)
 - Myrna Green, Hancock County Tourism Development Bureau, explained there has still been no response from the State Tax Commission regarding tax revenue verifications for Short Term Rentals. Hancock County Tourism Board is taking the issue further with a formal request.
 - MS Hotel & Lodging Association in conjunction with the American Hotel Lodging Association is hosting a MS Hotel Legislative Alliance at the state capital on March 16th from 8-4.
6. Renee Areng reported on the January 26, 2016 disbursements as follows: grand total disbursements for February 2016--\$425,878.59. Board Member Ladner made the motion to approve the disbursements. Seconded by Board Member Descher, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|--------------------------|----------------|
| Board Member Carter | Voted ---- Yes | Board Member Ladner | Voted ---- Yes |
| Board Member Chenoweth | Voted ---- A&E | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- Yes | Board Member Meinzingler | Voted ---- A&E |
| Board Member Fritz | Voted ---- Yes | Board Member Shabazz | Voted ---- Yes |
| Board Member Hansen | Voted ---- A&E | Board Member Todd | Voted ---- Yes |
| Board Member Harrison | Voted ---- Yes | Board Member Wagner | Voted ---- Yes |
| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- A&E |
- The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 23, 2016.
7. Board Member Wagner made the motion to approve the Balance Sheet and Profit & Loss Statement as of January 31, 2015. Seconded by Board Member Todd, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|--------------------------|----------------|
| Board Member Carter | Voted ---- Yes | Board Member Ladner | Voted ---- Yes |
| Board Member Chenoweth | Voted ---- A&E | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- Yes | Board Member Meinzingler | Voted ---- A&E |
| Board Member Fritz | Voted ---- Yes | Board Member Shabazz | Voted ---- Yes |
| Board Member Hansen | Voted ---- A&E | Board Member Todd | Voted ---- Yes |
| Board Member Harrison | Voted ---- Yes | Board Member Wagner | Voted ---- Yes |
| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- A&E |
- The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 23, 2016.
8. The Marketing Committee discussed the following items:
Outdoor Mississippi and Hook It & Cook It, 2015 Mississippi Gulf Coast Awareness and Image Study conducted by Longwood International and the following Meetings Quest Partnership and Group Incentive Request:
9. Board Member Descher made the motion to approve the Meetings Quest Partnership. Seconded by Board Member Ladner, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|--------------------------|----------------|
| Board Member Carter | Voted ---- Yes | Board Member Ladner | Voted ---- Yes |
| Board Member Chenoweth | Voted ---- A&E | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- Yes | Board Member Meinzingler | Voted ---- A&E |
| Board Member Fritz | Voted ---- Yes | Board Member Shabazz | Voted ---- Yes |
| Board Member Hansen | Voted ---- A&E | Board Member Todd | Voted ---- Yes |
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| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- A&E |
- The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 23, 2016.

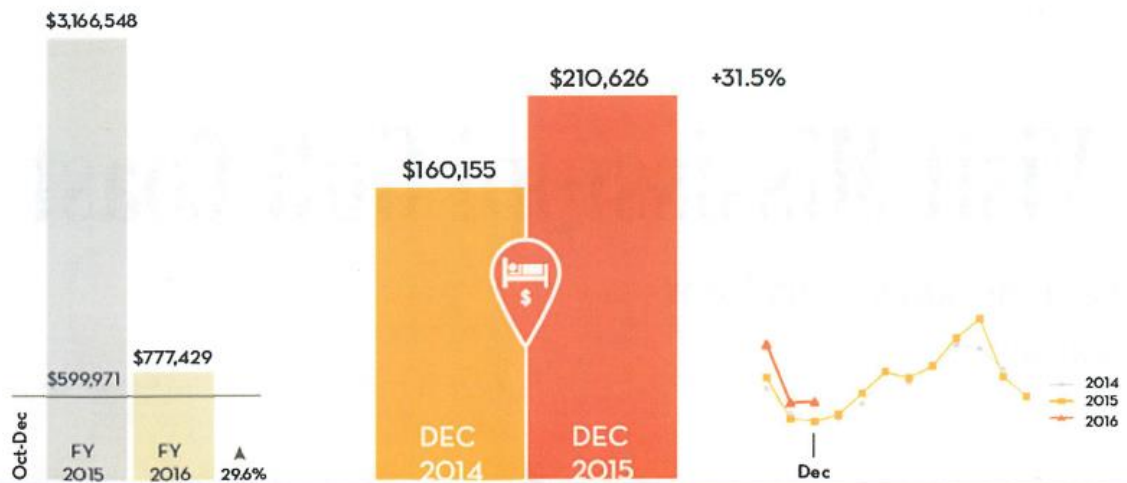
10. Board Member Ladner made the motion to approve the Group Incentive Request from Athletx Baseball being held July 7 - 20, 2017 at the Ocean Springs Sports Complex, in the amount of \$25,000. Seconded by Board Member Descher, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Board Member Carter | Voted ---- Yes | Board Member Ladner | Voted ---- Yes |
| Board Member Chenoweth | Voted ---- A&E | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- Yes | Board Member Meinzing | Voted ---- A&E |
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| Board Member Harrison | Voted ---- Yes | Board Member Wagner | Voted ---- Yes |
| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- A&E |
- The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 23, 2016.
11. Board Member Wagner reported on meetings held with the Development & Government Relations Committee. The Committee has made a resolution to go to Jackson and request additional BP Economic Damages money in order to put VMGC in line with other competitive markets.
12. Board Member Descher made the motion to approve the Resolution for the Visit Mississippi Gulf Coast Board to seek legislative funding in the amount of \$6,000,000 per year over 15 years in response to the Economic Damages received during the BP Deepwater Horizon Disaster. Seconded by Board Member Carter, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Board Member Carter | Voted ---- Yes | Board Member Ladner | Voted ---- Yes |
| Board Member Chenoweth | Voted ---- A&E | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- Yes | Board Member Meinzing | Voted ---- A&E |
| Board Member Fritz | Voted ---- Yes | Board Member Shabazz | Voted ---- Yes |
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| Board Member Harrison | Voted ---- Yes | Board Member Wagner | Voted ---- Yes |
| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- A&E |
- The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 23, 2016.
13. Board Member Carter made the motion to approve the Resolution for the Visit Mississippi Gulf Coast Board to seek and respectfully request the Board of Supervisors for Harrison, Hancock and Jackson counties to encourage legislative support and funding of \$6,000,000 per year over 15 years in response to the Economic Damages received during the BP Deepwater Horizon Disaster. Seconded by Board Member Ladner, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Board Member Carter | Voted ---- Yes | Board Member Ladner | Voted ---- Yes |
| Board Member Chenoweth | Voted ---- A&E | Board Member Mckenzie | Voted ---- Yes |
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| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- A&E |
- The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 23, 2016
14. Hugh Keating, Legal Counsel, reported on the following items:
- A "Walkable Social District" Amendment limited to the three coastal counties- Harrison, Hancock and Jackson
 - Historic Tax Credit Bill- If passed, all projects on coast will be able to participate in tax credits
15. Reminders
- Visit Mississippi Gulf Coast Monthly Meeting – Tuesday, March 22nd – 1:30pm – VMGC Board Room
 - Huddle Up Group Presentation – Wednesday, March 30th
16. Board Member Harrison made the motion to adjourn the meeting. Seconded by Board Member Ladner, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
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| Board Member Chenoweth | Voted ---- A&E | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- Yes | Board Member Meinzing | Voted ---- A&E |
| Board Member Fritz | Voted ---- Yes | Board Member Shabazz | Voted ---- Yes |
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| Board Member Harrison | Voted ---- Yes | Board Member Wagner | Voted ---- Yes |
| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- A&E |
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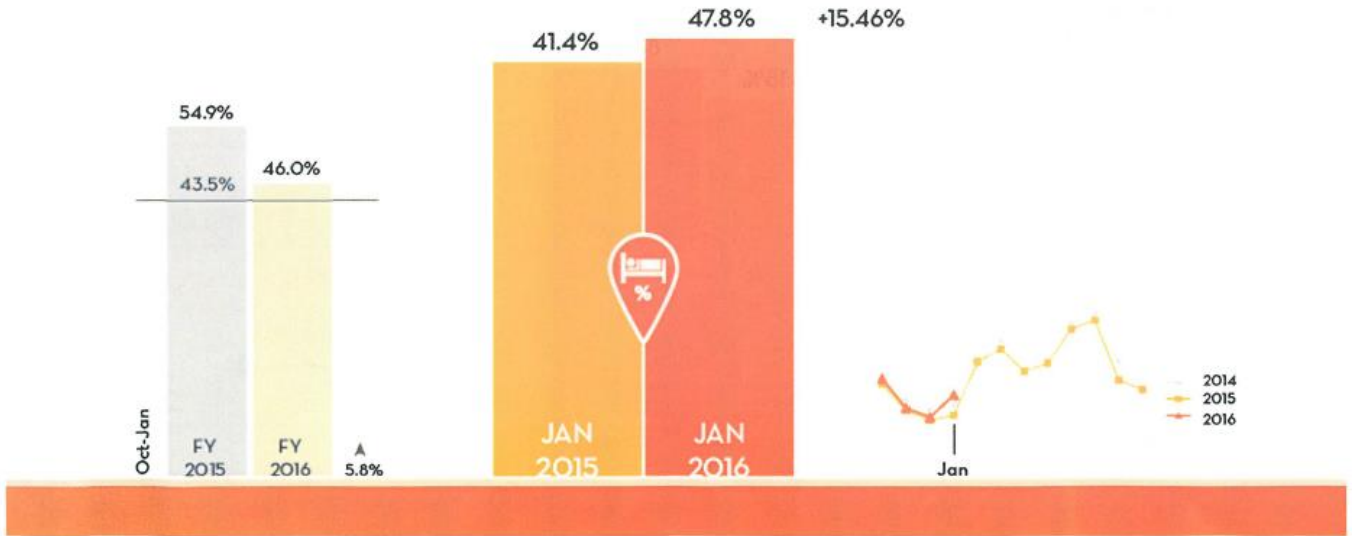
Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS
JANUARY 2015

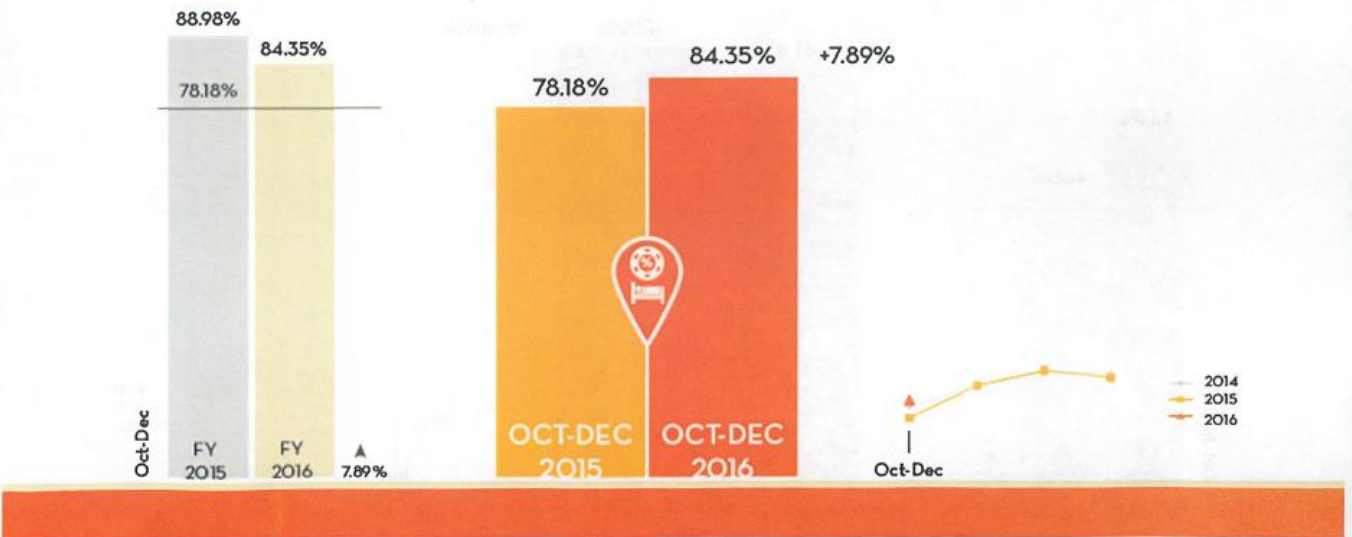
Occupancy Tax Receipts



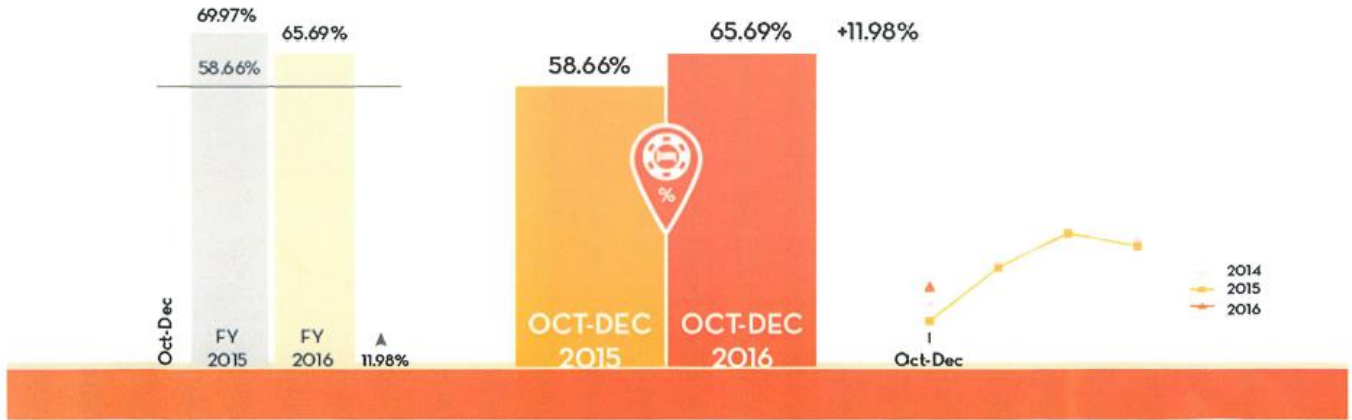
Occupancy Rate Non-Casino



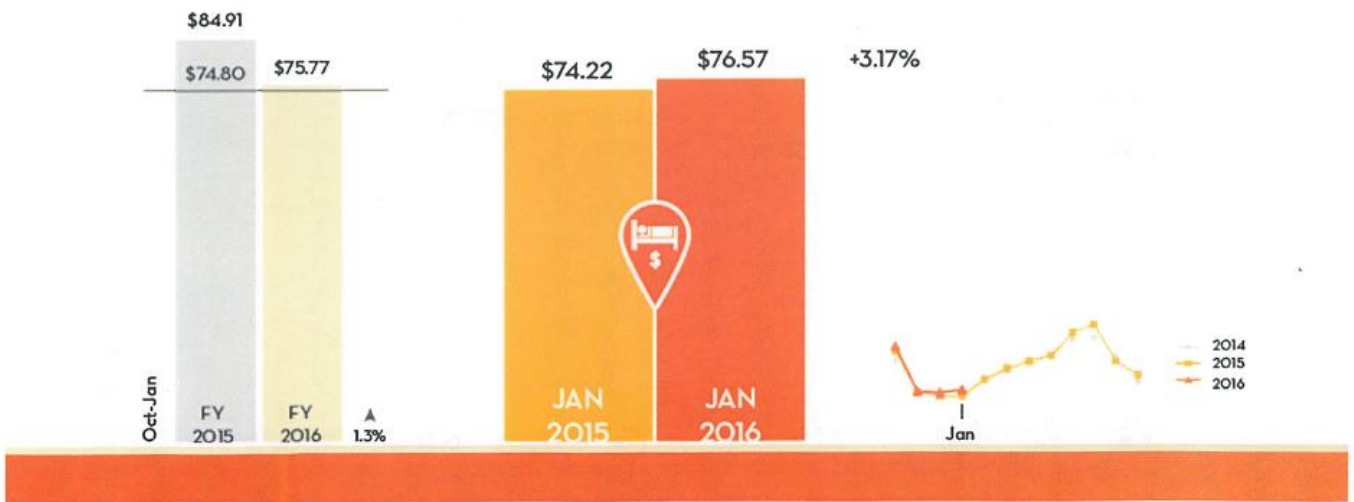
Occupancy Rate Casino



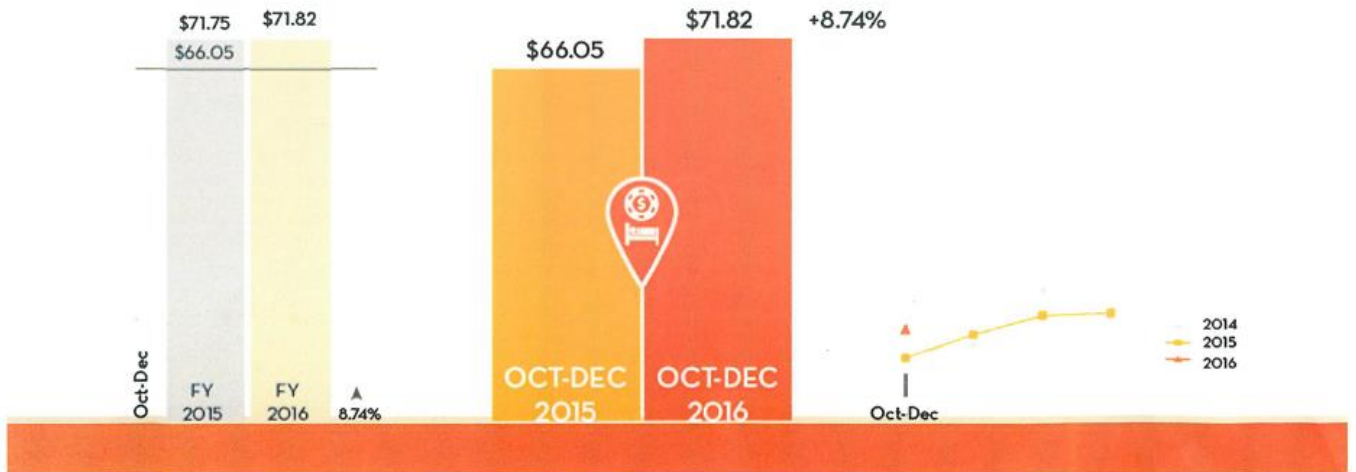
Occupancy Rate All



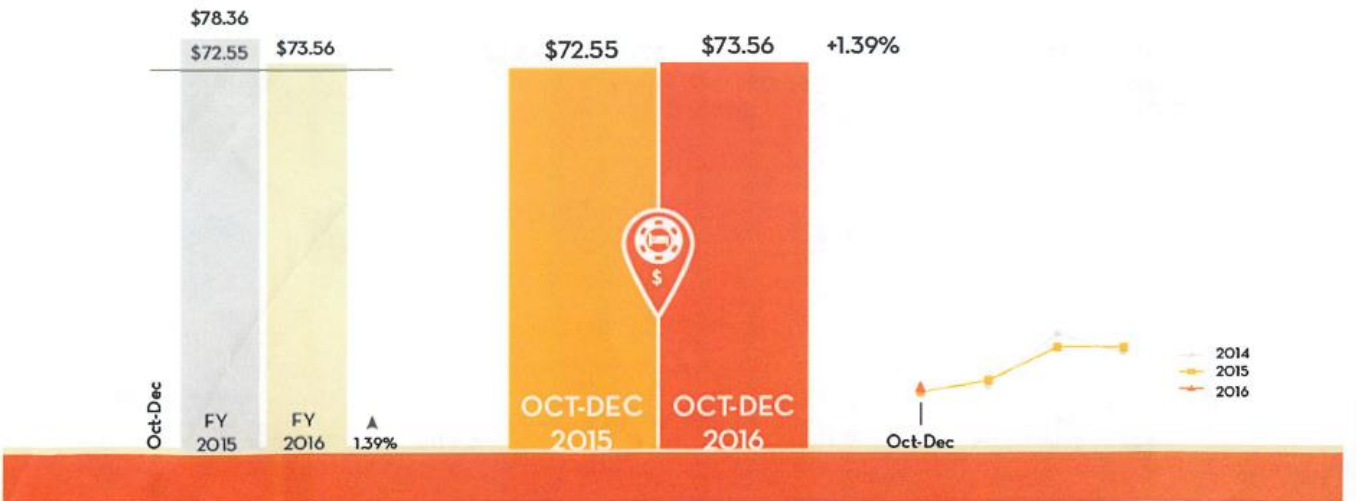
Average Daily Rate Non-Casino



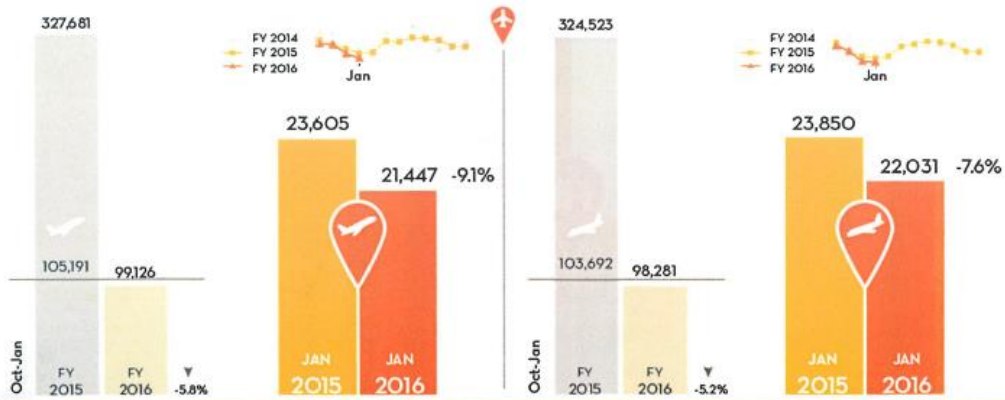
Average Daily Rate Casino



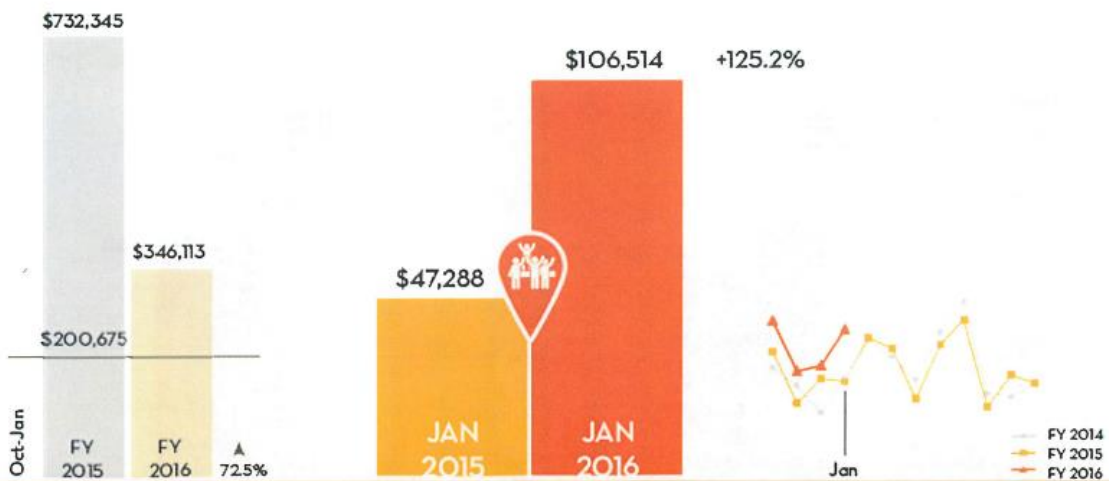
Average Daily Rate All



Gulfport-Biloxi International Airport Enplanements — Deplanements



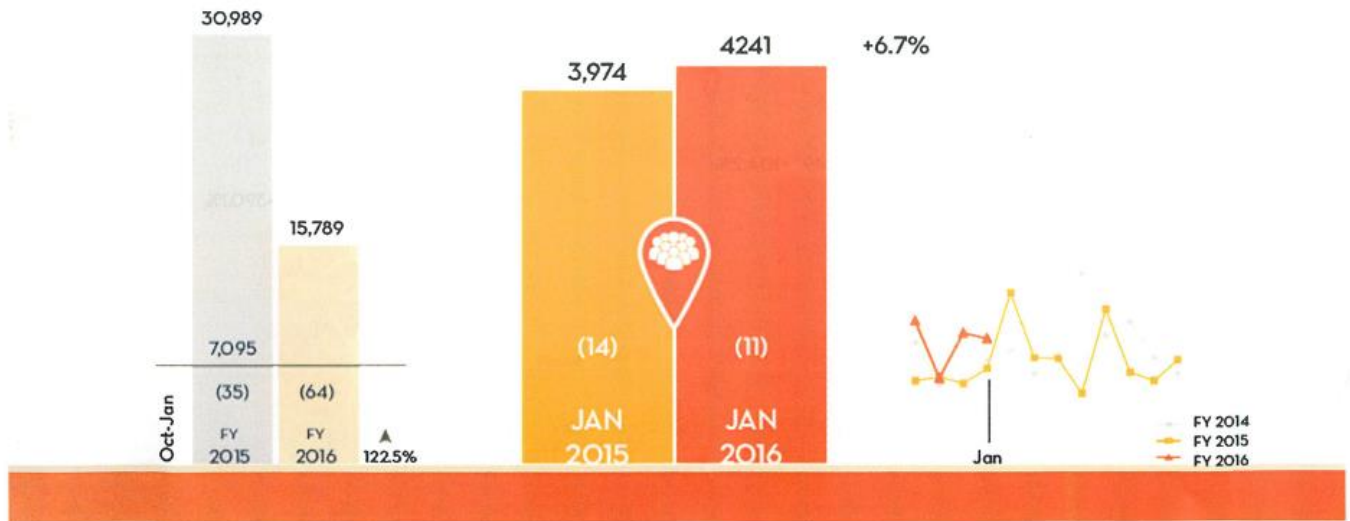
Convention Center Revenue





Definite Bookings

Room Nights/(Groups)



Leads Issued & Potential Room Nights



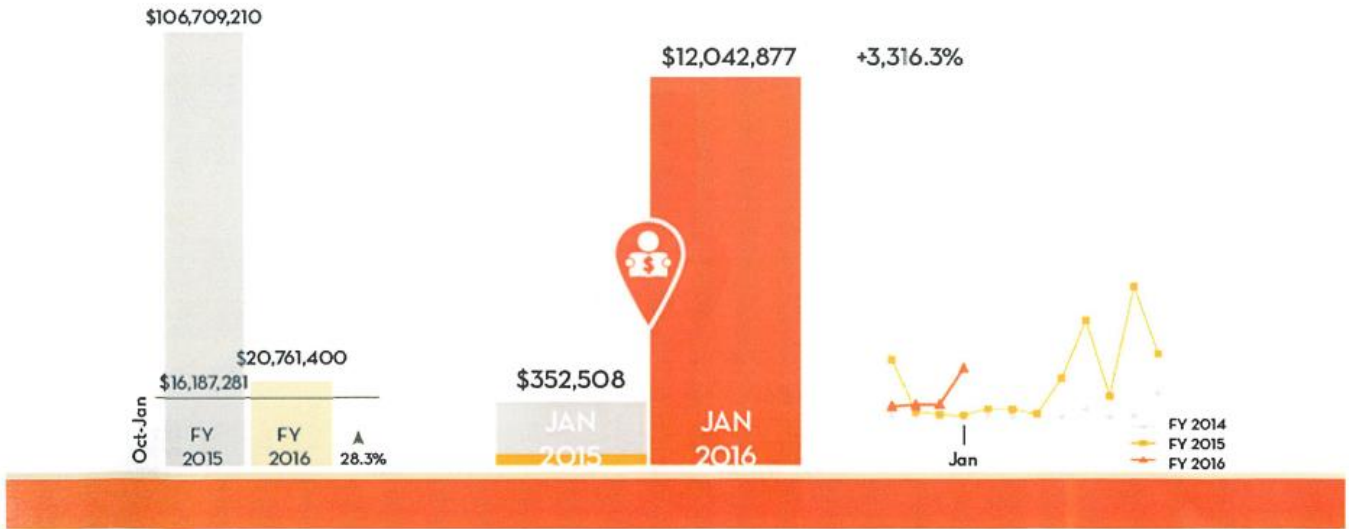
Gaming Revenue



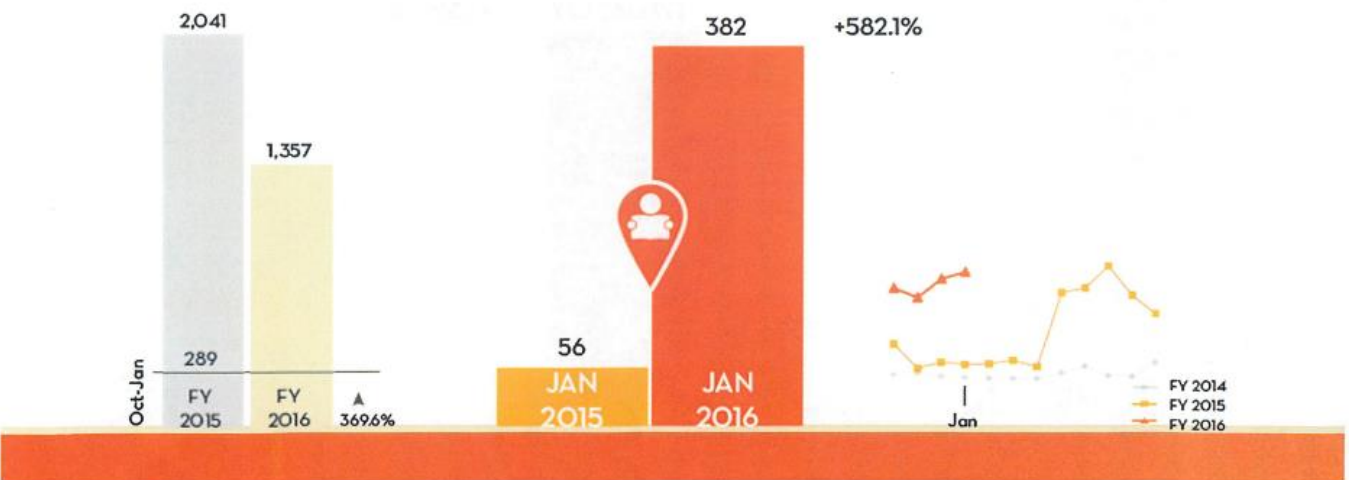
Google Analytics - Unique Visits



Media Value



Number of Articles





SOCIAL MEDIA METRICS

