

VISIT MISSISSIPPI GULF COAST BOARD
June 28, 2016
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Commissioners met Tuesday, June 28, 2016 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Rich Westfall, president; Jeff Descher, vice president (2); Pam Meinzingler, treasurer (1); Clay Wagner, secretary (1); Bill Holmes (1); Carla Todd (1); CeCe Shabazz (4); Chett Harrison (2); Danny Hansen (2); Duncan McKenzie (1); Jimmie Ladner (3); John Carter (2); Kim Fritz (1); Myron Webb (3); Richard Chenoweth (2)

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

Others Present: Hugh Keating, Legal Counsel; Nikki Moon, Bay Town Inn and Advisory Member; Linda Hornsby, Mississippi Hotel and Lodging Association and Advisory Member; Danie Rodrigues, Lunch Restaurant and Advisory Member; LuAnn Pappas, Chief Executive Officer- Scarlet Pearl Casino Resort; Harrison County Board of Supervisor Beverly Martin; Harrison County Board of Supervisor Marlin Ladner; Harrison County Board of Supervisor Kent Jones; Harrison County Board of Supervisor Connie Rocko; Myrna Green, Hancock County Tourism Commission; Charlotte Miller, Hampton Inn; Mike Davis, Beau Rivage; Mary Cracchiolo, Beau Rivage; Amanda Hunt, Beau Rivage; Ashley Peresich, Mississippi Hospitality and Restaurant Association; Marcia Crawford, Harrison County Development Commission; Gloria Frey, Mississippi Coast Coliseum and Convention Center; Teckie Hinkebein, Gulfport-Biloxi Airport Authority

President Westfall called the meeting to Order.

1. Commissioner McKenzie made the motion to accept the agenda, with one change, to table the Bylaws Update located under section VII- Legal Counsel for future review from the Governance Committee. Seconded by Commissioner Meinzingler, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzingler	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

2. Commissioner Hansen made the motion to accept the minutes from the May 24, 2016 meeting as presented. Seconded by Commissioner Shabazz, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzingler	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

3. President Westfall made mention of the following:
- Welcomed all Advisory Members and Guests
 - Acknowledged Outgoing Commissioners- Jimmie Ladner and Jeff Descher
 - Acknowledged Incoming Commissioners- Nikki Moon and LuAnn Pappas
 - Reappointed Board Members- Duncan McKenzie and Rich Westfall

4. Commissioner Chenoweth made the motion to renew the Engagement Agreement with Dukes, Dukes, Keating and Faneca, P.A. as Legal Counsel for VMGC until September 30, 2018. Seconded by Commissioner Ladner, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzing	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

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

- Introduced three new VMGC Staff Members: Caitlin Hennig, Ari Strutton & Kristen Livingston
- Monthly Report- June 2016 Key Performance Indicators (attached)
 - Commissioner Fritz has asked that the definite bookings be broken out by specific leads and shared with the Board.
- Myrna Green, Hancock County Tourism Development Bureau

6. Linda Hornsby, Mississippi Hotel and Lodging Association announced she is stepping down as an Advisory Member. The Mississippi Hotel and Lodging Association has chosen Mike Davis, Executive Director of Sales for Beau Rivage Resort and Casino, as her replacement.

7. Commissioner Ladner made the motion to approve the Resolution in Support of the Restoration of Passenger Rail Service to the Mississippi Gulf Coast. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzing	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

8. Commissioner Wagner made the motion to approve the Financial Statements as of May 31, 2016. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzing	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

9. Commissioner Meinzing reported on the June disbursements as follows: check disbursements \$178,620.35 and authorized credit card charges \$29,901.23. Commissioner Hansen made the motion to approve the disbursements. Seconded by Commissioner Webb, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzing	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

10. Commissioner Meinzinger stated that the Final Budget for FY2017 will be presented at the July 26, 2016 Board Meeting for final approval.

11. Commissioner Hansen made the motion to approve the Group Incentive Request for the Mississippi Gulf Coast Marathon being held December 9-11, 2016 at the Mississippi Coast Convention Center in the amount of \$7,000. Seconded by Commissioner Shabazz, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzinger	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

12. Commissioner Webb made the motion to approve the Group Incentive Requests for the National Junior/Senior Beta Club- 2018 Convention being held March 11-16, 2018 and 2019 Convention being held March 17-22, 2019, at the Mississippi Coast Convention Center in the amount of \$10,000 each. Seconded by Commissioner Shabazz, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzinger	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

13. Commissioner Ladner made the motion to approve the Group Incentive Request for the Mississippi Counseling Association- 2016 Convention being held November 2-4, 2016 at the Mississippi Coast Convention Center in the amount of \$4,000. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzinger	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

14. Commissioner Holmes made the motion to approve the Group Incentive Request for the USAAA World Series Baseball Tournament being held July 15-17, 2016 at the Gulfport Sportsplex in the amount of \$2,500. Seconded by Commissioner Shabazz, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzinger	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

15. Commissioner Holmes made the motion to approve Cruisin' The Coast as a signature event and funding up to \$30,000. Seconded by Commissioner Shabazz, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzinger	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

16. Commissioner Fritz stated the Marketing Plan and Media Plan for FY2017 will be presented at the July 26, 2016 Board Meeting for final approval.

17. Commissioner Carter made the motion to accept the Nomination of officers for FY2017 from the Nomination Committee as listed below:

President – Clay Wagner	Treasurer – Duncan McKenzie
Vice President – Pam Meinzinger	Secretary – Carla Todd

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

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzinger	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

18. Commissioner Descher reported the Audit Committee issued Request for Qualifications for Independent Auditing Services to six Mississippi Gulf Coast Accounting Firms. The Auditing Committee met and reviewed the three submissions received and recommended issuing a proposal request to all three firms. Commissioner Carter made the motion to issue requests for proposal to all three firms. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzinger	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016. The Audit Committee will present their final recommendation for approval to the Board at the July 26, 2016 Board Meeting.

19. Commissioner Wagner announced the new committee chairs. He will be reaching out next month informing each commissioner of what committee they will be serving on.

20. Reminders

- VMGC July Board Meeting- Tuesday, July 26th – 9:00 a.m. – 10:00 a.m. – White House Hotel
- Board Development Retreat- Tuesday, July 26th – 10:00 a.m. – 4:00 p.m. – White House Hotel
- State of Travel Industry – Thursday, October 27th

21. Commissioner Harrison made the motion to adjourn the meeting. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner McKenzie	Voted ---- Yes
Commissioner Descher	Voted ---- Yes	Commissioner Meinzing	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Harrison	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted June 28, 2016.

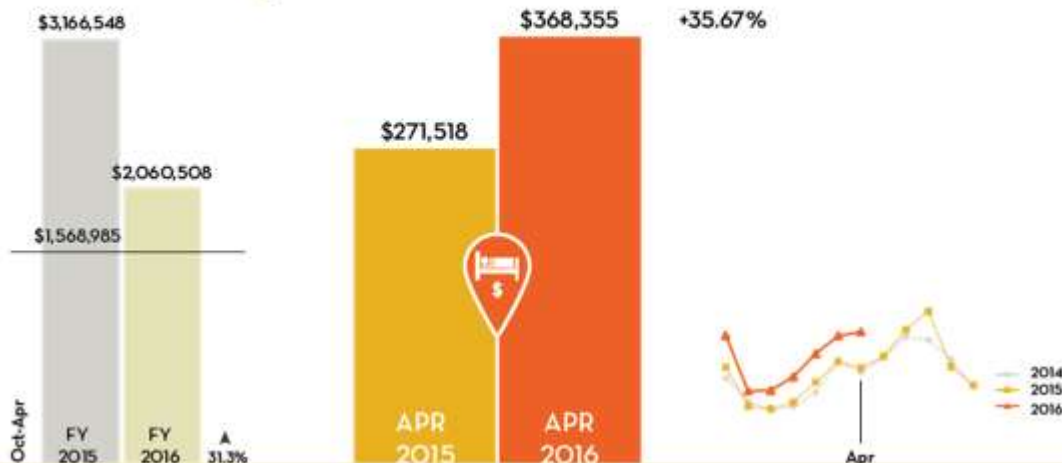
Visit Mississippi Gulf Coast



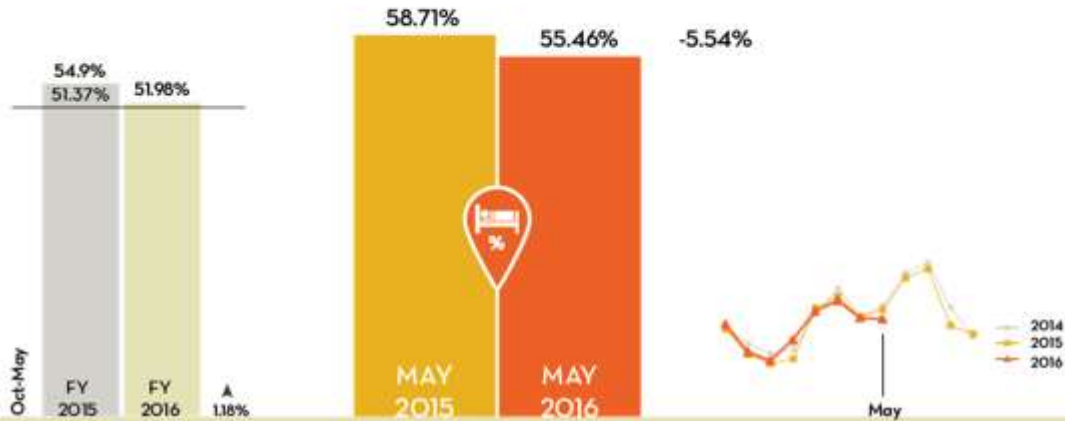
KEY PERFORMANCE INDICATORS

JUNE 2016

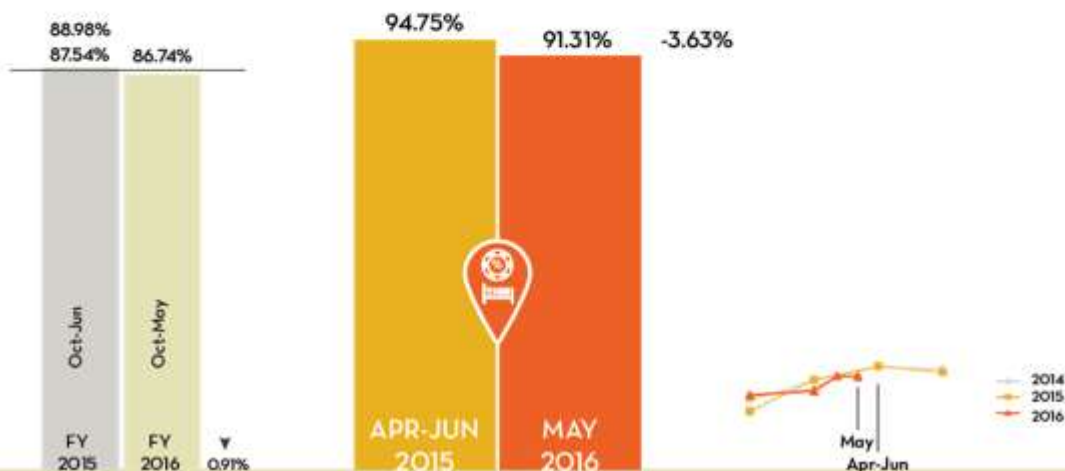
Occupancy Tax Receipts



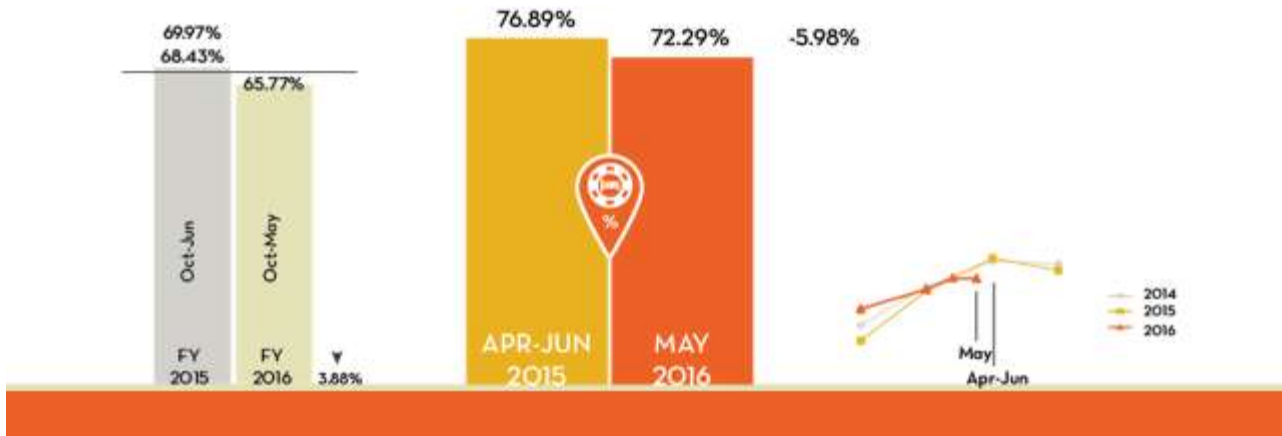
Occupancy Rate Non-Casino



Occupancy Rate Casino



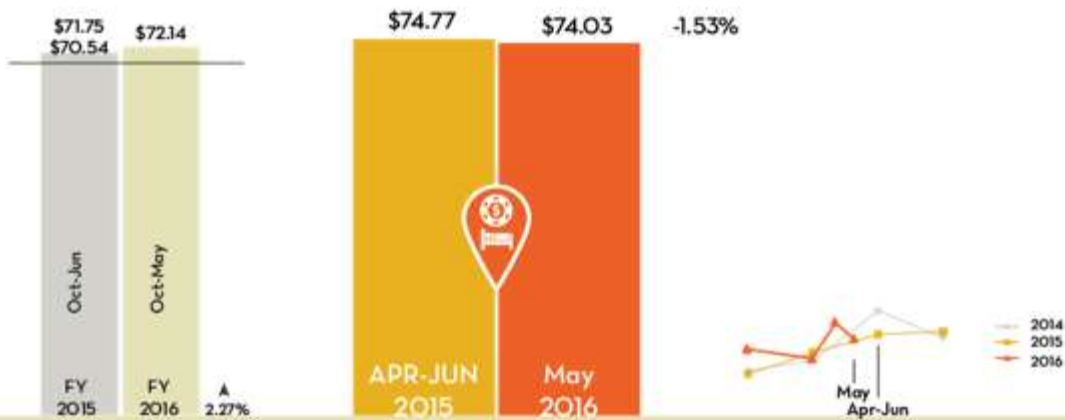
Occupancy Rate All



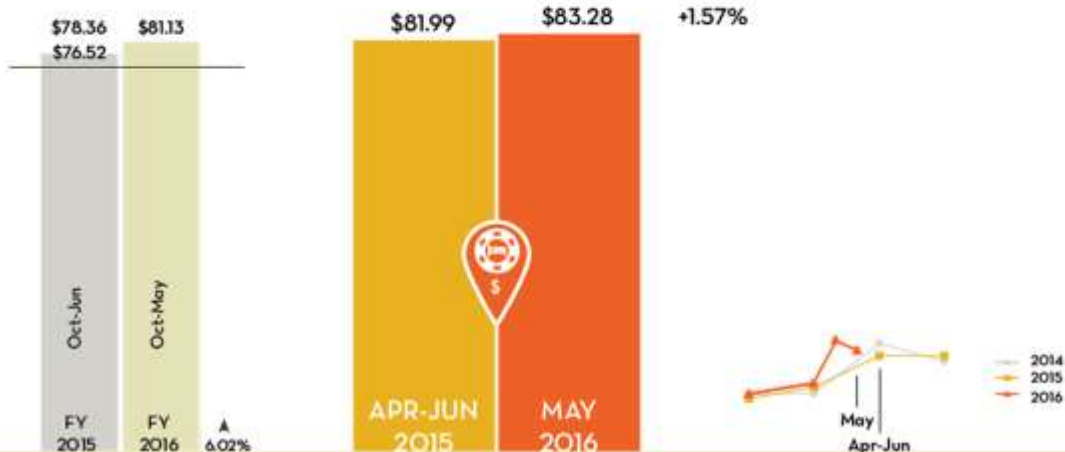
Average Daily Rate Non-Casino



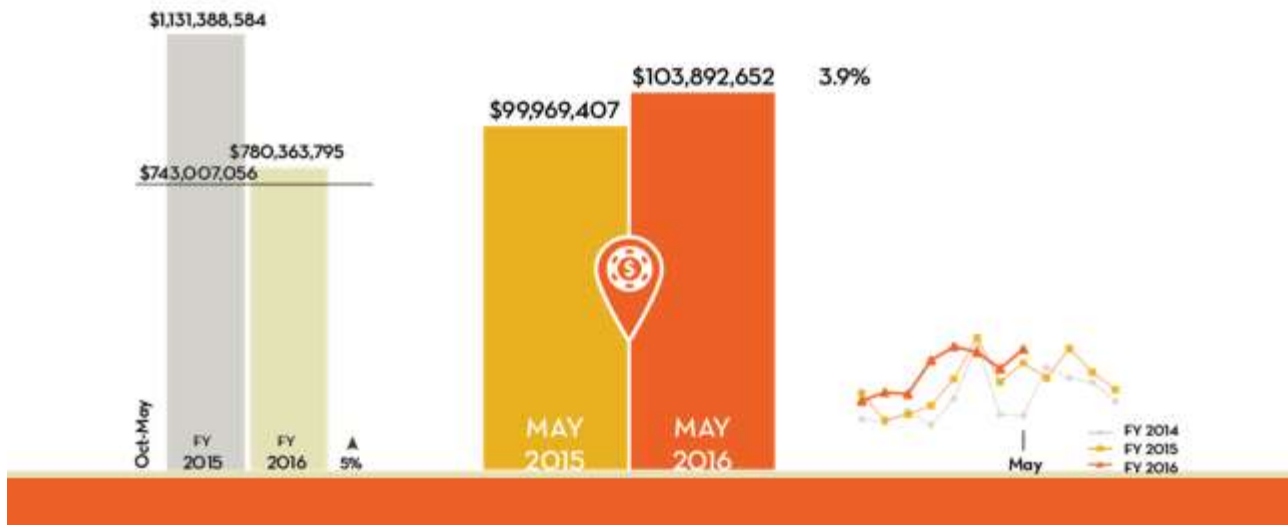
Average Daily Rate Casino



Average Daily Rate All



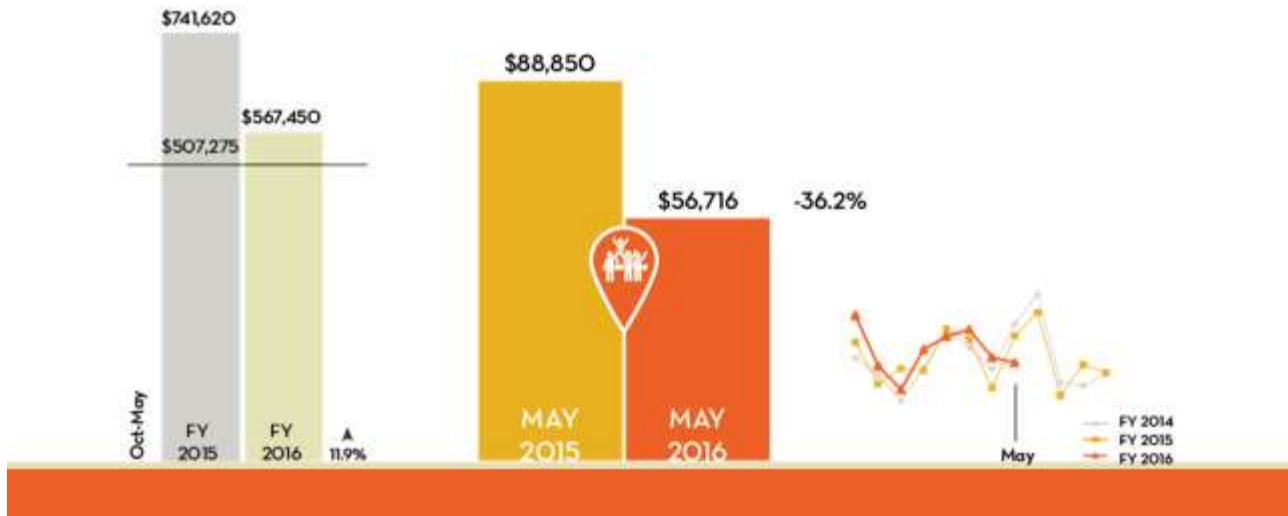
Gaming Revenue



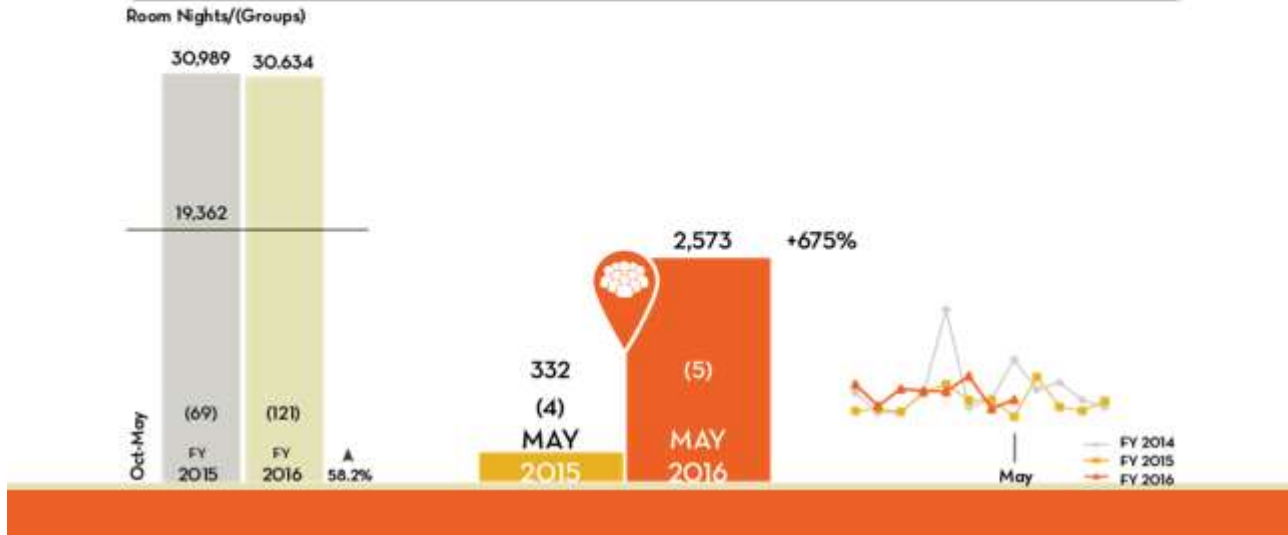
Gulfport-Biloxi International Airport Enplanements – Deplanements



Convention Center Revenue



Definite Bookings



Leads Issued & Potential Room Nights



Google Analytics – Unique Visits





Media Value

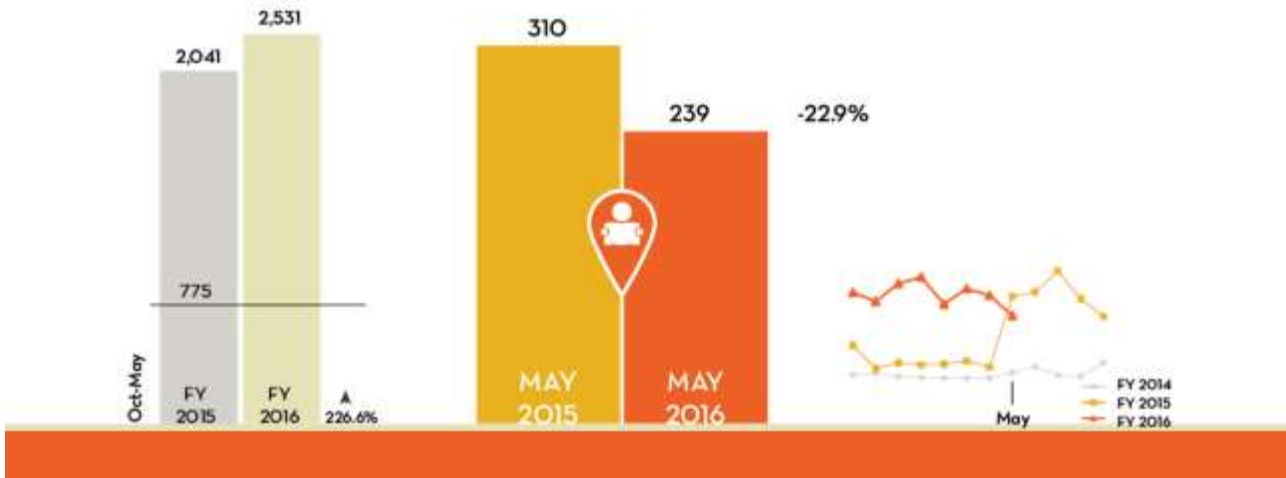


Impressions





Number of Articles



Social Media Metrics



Coast Champions

10 Trainings
252 Graduates!

