

VISIT MISSISSIPPI GULF COAST BOARD  
March 30, 2017  
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, March 30, 2017 at 10:00 a.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Chett Harrison, Vice President; Duncan McKenzie, Treasurer (2); Carla Todd (1), Secretary; Bill Holmes; Danny Hansen (2); Kim Fritz (1); Nikki Moon; Pam Meinzinger (2); Richard Chenoweth; Richard Marsh

Commissioners Absent: Clay Wagner, President; John Carter (2); LuAnn Pappas (2); Myron Webb (1); Rich Westfall

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

Others Present: Hugh Keating, Legal Counsel; Gloria Frey, Mississippi Coast Coliseum and Convention Center and Advisory Member; Sonja Gillis, Lynn Meadows Discovery Center and Advisory Member; Mary Spain, Beau Rivage and Advisory Member; Teckie Hinkebein, Gulfport-Biloxi Airport Authority; Myrna Green, Hancock County Tourism Development Bureau; Bill Yockey, White House/Margaritaville; Susan Perkins, Mississippi Restaurant Association; Marcia Crawford, Harrison County Development Commission

Vice-President Harrison called the meeting to Order.

1. Commissioner McKenzie made the motion to accept the agenda. Seconded by Commissioner Meinzinger, the vice-president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the vice-president declared the motion adopted March 30, 2017.

2. Commissioner Chenoweth made the motion to accept the minutes from the February 23, 2017 meeting as presented. Seconded by Commissioner Hansen, the vice-president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the vice-president declared the motion adopted March 30, 2017.

3. Vice-President Harrison recognized and welcomed all Advisory Members and Guests.

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

- Introduced two new VMGC employees- Anna Roy and Kaylie Bacon Holley
- Key Performance Indicators- February 2017 (attached)
- Current Activities

5. Commissioner Moon made the motion to approve the Memorandum of Understanding between VMGC and Hancock County. Seconded by Commissioner Chenoweth, the vice-president called the question, with the following results:
- |                        |                |                       |                |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon     | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Pappas   | Voted ---- A&E |
| Commissioner Fritz     | Voted ---- Yes | Commissioner Marsh    | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd     | Voted ---- Yes |
| Commissioner Holmes    | Voted ---- Yes | Commissioner Webb     | Voted ---- A&E |
| Commissioner McKenzie  | Voted ---- Yes | Commissioner Westfall | Voted ---- A&E |
| Commissioner Meinzing  | Voted ---- Yes |                       |                |

The motion having been duly made, seconded, and a favorable vote received from the Board, the vice-president declared the motion adopted March 30, 2017.

6. Commissioner Hansen made the motion to approve the Memorandum of Understanding between VMGC and the Gulf Coast Community Foundation. Seconded by Commissioner Moon, the vice-president called the question, with the following results:
- |                        |                |                       |                |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon     | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Pappas   | Voted ---- A&E |
| Commissioner Fritz     | Voted ---- Yes | Commissioner Marsh    | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd     | Voted ---- Yes |
| Commissioner Holmes    | Voted ---- Yes | Commissioner Webb     | Voted ---- A&E |
| Commissioner McKenzie  | Voted ---- Yes | Commissioner Westfall | Voted ---- A&E |
| Commissioner Meinzing  | Voted ---- Yes |                       |                |

The motion having been duly made, seconded, and a favorable vote received from the Board, the vice-president declared the motion adopted March 30, 2017.

7. Commissioner Chenoweth made the motion to approve the Balance Sheet and Statement of Income and Expenses as of February 23, 2017. Seconded by Commissioner Holmes, the vice-president called the question, with the following results:
- |                        |                |                       |                |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon     | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Pappas   | Voted ---- A&E |
| Commissioner Fritz     | Voted ---- Yes | Commissioner Marsh    | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd     | Voted ---- Yes |
| Commissioner Holmes    | Voted ---- Yes | Commissioner Webb     | Voted ---- A&E |
| Commissioner McKenzie  | Voted ---- Yes | Commissioner Westfall | Voted ---- A&E |
| Commissioner Meinzing  | Voted ---- Yes |                       |                |

The motion having been duly made, seconded, and a favorable vote received from the Board, the vice-president declared the motion adopted March 30, 2017.

8. Commissioner Marsh made the motion to approve both the check disbursements totaling \$410,758.47 and the expenses paid by credit card totaling \$19,285.16. Seconded by Commissioner Holmes, the vice-president called the question, with the following results:
- |                        |                |                       |                |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon     | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Pappas   | Voted ---- A&E |
| Commissioner Fritz     | Voted ---- Yes | Commissioner Marsh    | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd     | Voted ---- Yes |
| Commissioner Holmes    | Voted ---- Yes | Commissioner Webb     | Voted ---- A&E |
| Commissioner McKenzie  | Voted ---- Yes | Commissioner Westfall | Voted ---- A&E |
| Commissioner Meinzing  | Voted ---- Yes |                       |                |

The motion having been duly made, seconded, and a favorable vote received from the Board, the vice-president declared the motion adopted March 30, 2017.

Vice-President Harrison excused himself from the meeting due to conflict of interest with next item.

9. Commissioner Moon made the motion to approve the Group Incentive Request for the 2017 Southern Kingfish Tournament being held October 25-29, 2017 at Golden Nugget Marina and Palace Casino Marina, in the amount of \$20,000. It has also been requested by the Board that this tournament return in 2020. Seconded by Commissioner Meinzing, the vice-president called the question, with the following results:
- |                        |                |                       |                |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter    | Voted ---- A&E | Commissioner Moon     | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Pappas   | Voted ---- A&E |
| Commissioner Fritz     | Voted ---- Yes | Commissioner Marsh    | Voted ---- Yes |
| Commissioner Hansen    | Voted ---- Yes | Commissioner Todd     | Voted ---- Yes |
| Commissioner Holmes    | Voted ---- Yes | Commissioner Webb     | Voted ---- A&E |
| Commissioner McKenzie  | Voted ---- Yes | Commissioner Westfall | Voted ---- A&E |
| Commissioner Meinzing  | Voted ---- Yes |                       |                |

The motion having been duly made, seconded, and a favorable vote received from the Board, the vice-president declared the motion adopted March 30, 2017.

Vice-President Harrison returned to the meeting.

10. Reminder

- VMGC Monthly Board Meeting- April  
Thursday, April 27, 2017 10:00am - 11:30am VMGC Board Room

11. Vice-President Harrison adjourned meeting.



# Visit Mississippi Gulf Coast

## KEY PERFORMANCE INDICATORS MARCH 2017



## 2016 Year end

- 6.2 Million Visitors on FY 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



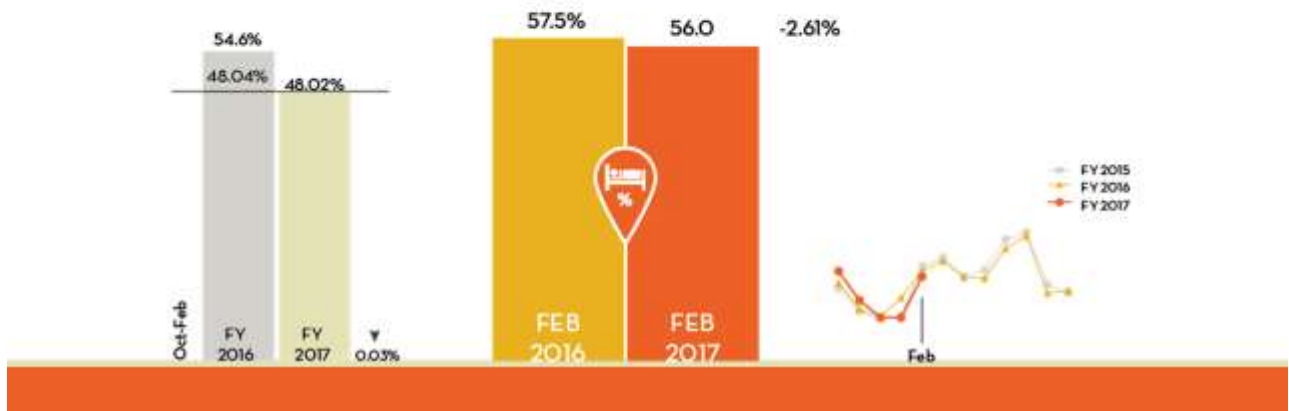
MS Department of Revenue



# Occupancy Rate Non-Casino



STR



# Occupancy Rate Casino



# Occupancy Rate All



# Average Daily Rate Non-Casino



STR



# Average Daily Rate Casino



MS Gaming Commission

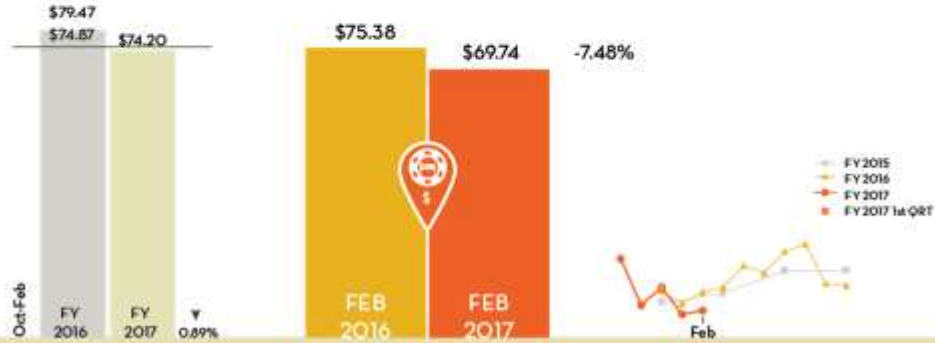


# Average Daily Rate

## All



STR & HSGC



# Gaming Revenue



MS Gaming Commission



# Gulfport-Biloxi International Airport Enplanements — Deplanements



# Convention Center Revenue



MS Coast Coliseum and Convention Center





# Convention Center Revenue



MS Coast Coliseum and Convention Center



# Definite Bookings

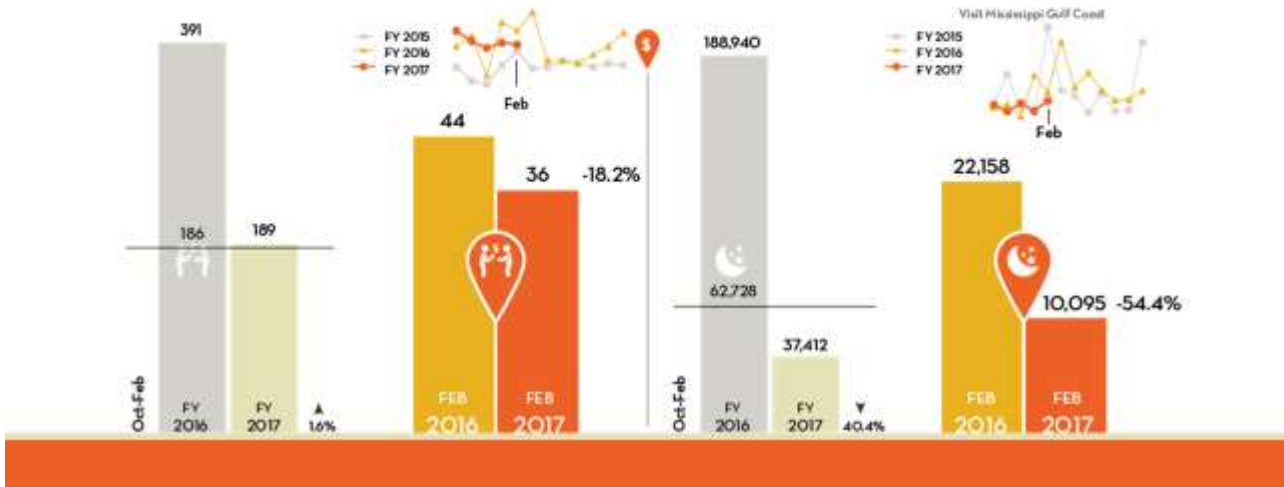


Visit Mississippi Gulf Coast





# Leads Issued & Potential Room Nights

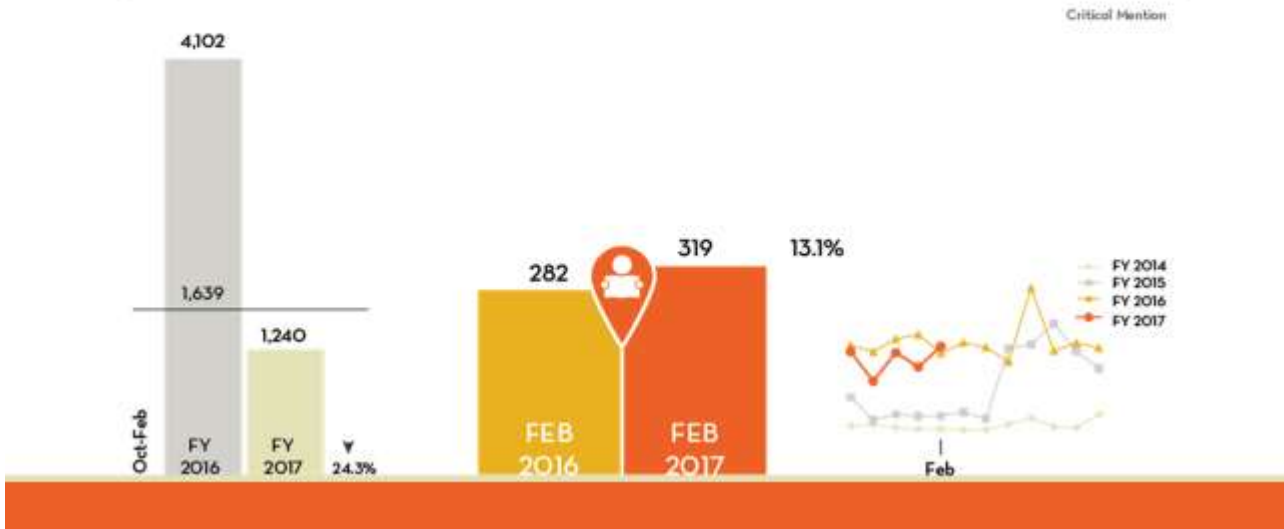


# Google Analytics - Unique Visits

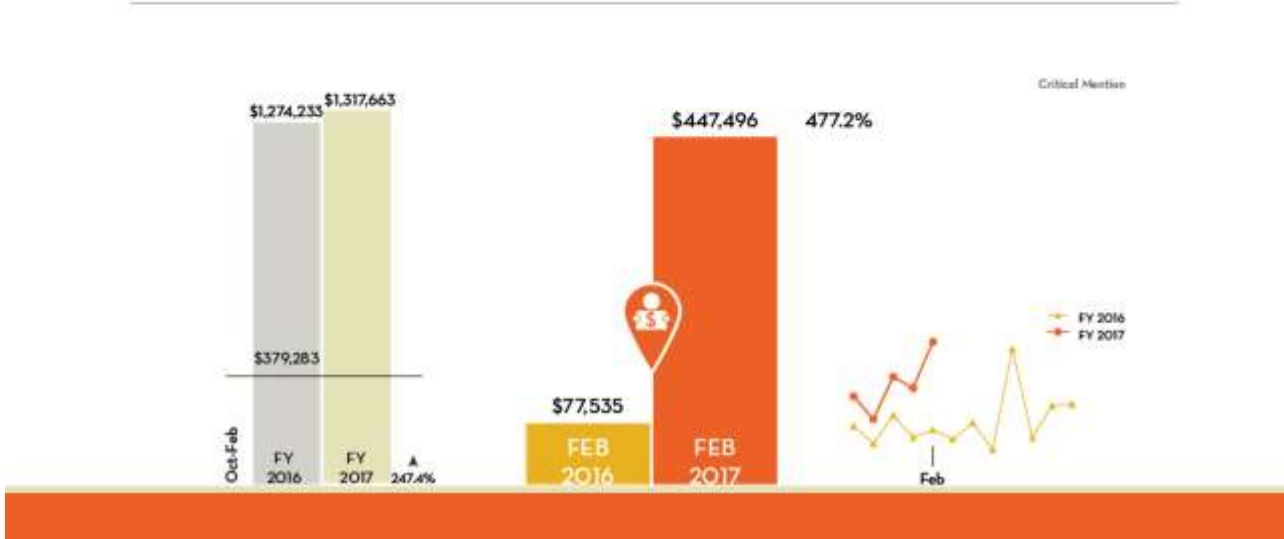




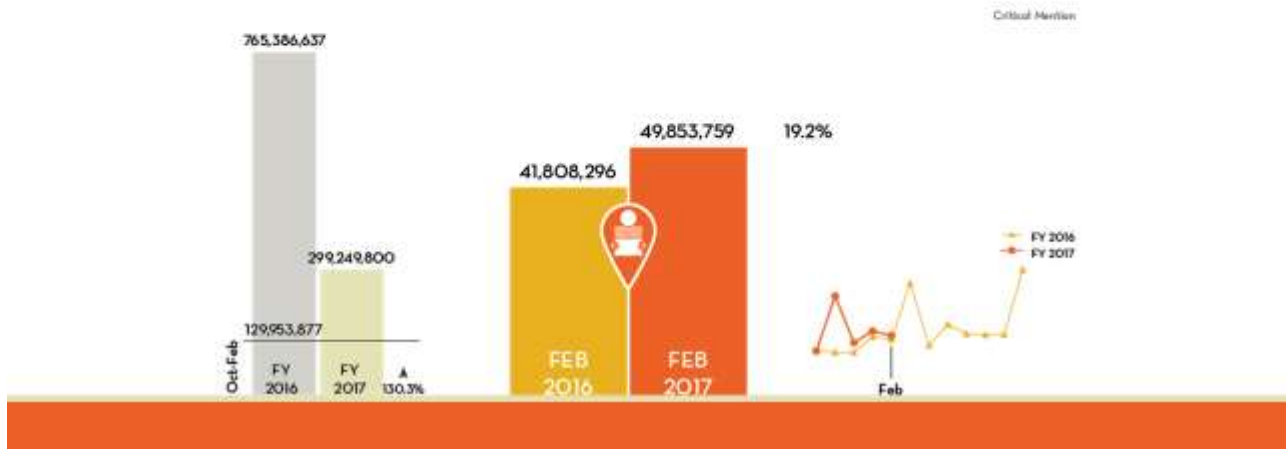
# Number of Articles



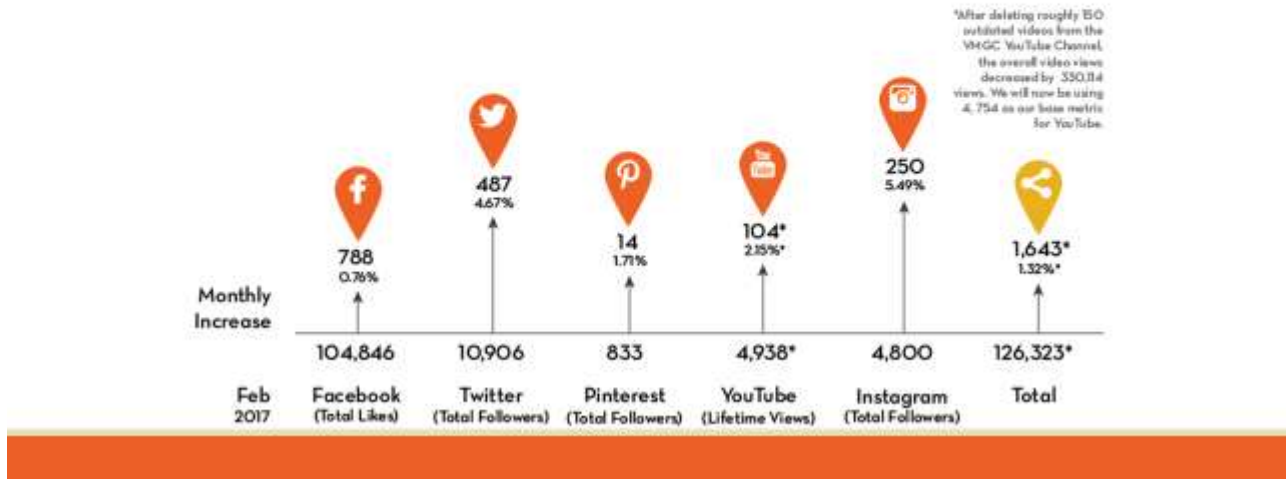
# Media Value



# Impressions



# Social Media Metrics



February 2017

## Intriguing adventures await along the Gulf Coast

By Edward Scheidt, Jr.

### Mississippi

For shrimp lovers, the [Blow Shrimping Trip](#) aboard the 49-passenger *Sailfish* is a hands-on way to learn about the delicacy.

Captains Brandy and Mike Moore and their crew entertain and inform while dropping a 16-foot trawl and dragging the bottom of the Mississippi Sound for shrimp and other seafood. Guests learn about catching, cooking and eating shrimp.

"Combining excitement and insight into the region's seafood industry, the Blow Shrimping Trip is an activity that groups thoroughly enjoy," said Kristen Livingston, leisure group sales manager for Visit Mississippi Gulf Coast. "It provides an authentic opportunity for visitors to learn about the life of a shrimp through interactive presentations aboard the *Sailfish*."



THRILLIST

## UNDERAPPRECIATED AMERICAN CITIES YOU SHOULD TOTALLY MOVE TO

By THRILLIST TRAVEL  
Updated On 02/22/2017 Via 12/14/2016



### Gulfport, Mississippi

America's most affordable, under-the-radar beach city

City population: 69,913

Cost of living index: 90 (10% lower than US average)

For two years running the most affordable beach community in America has been Gulfport. Mississippi's second-largest city has a Downtown set only a couple of blocks from the sand, smack in the center of 27 miles of relatively unobstructed shoreline, right on the Gulf of Mexico. Folks who grew up in this area are flocking back, energizing Gulfport's local scene with new additions like a Downtown pedestrian street lined with bars and outdoor restaurants, and the [Chandeleur Brewing Company](#), which hosts street-closing beer and music festivals all year round.

## MEDIA COVERAGE

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February 2017

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## MEDIA COVERAGE

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## WHAT MEDIA ARE SAYING

"Mississippi's second-largest city has a Downtown set only a couple of blocks from the sand, smack in the center of 27 miles of relatively unobstructed shoreline, right on the Gulf of Mexico. Folks who grew up in this area are flocking back, energizing Gulfport's local scene with new additions like a Downtown pedestrian street lined with bars and outdoor restaurants, and the **Chandeleur Brewing Company**, which hosts street-closing beer and music festivals all year round."

- Matt Meltzer, Thrillist

"For shrimp lovers, the **Biloxi Shrimping Trip** aboard the 49-passenger **Sailfish** is a hands-on way to learn about the delicacy. Captains Brandy and Mike Moore and their crew entertain and inform while dropping a 16-foot trawl and dragging the bottom of the Mississippi Sound for shrimp and other seafood. Guests learn about catching, cooking and eating shrimp."

- Ed Schmidt, Meetings Today

"We've found the perfect way to escape the rat race for a while and spend time with other wildlife. It's an overnight eco-tour adventure on the **Pascagoula River and Swamp**. The romance here is falling in love with nature, getting back to the basics and hitting the 'pause' button on life, if only for a weekend."

- Stephanie Oswald, WGNO

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## Coast Champions



28 Trainings with 613 graduates!

