

VISIT MISSISSIPPI GULF COAST BOARD
AUGUST 23, 2016
OFFICIAL MINUTES

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

Commissioners Present: Clay Wagner, President; Pam Meinzinger, Vice President; Bill Holmes; CeCe Shabazz; Chett Harrison; Danny Hansen; Kim Fritz; Myron Webb; Nikki Moon; Rich Westfall; Richard Chenoweth

Commissioners Absent: Duncan McKenzie, Treasurer; Carla Todd, Secretary; John Carter; LuAnn Pappas

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; Mike Davis, Beau Rivage and Advisory Member; Gloria Frey, Mississippi Coast Coliseum and Convention Center and Advisory Member; Clay Williams, Gulfport-Biloxi Airport Authority and Advisory Member; Sonja Gillis, Lynn Meadows Discovery Center and Advisory Member; Donna Brown, Gulf Hills Hotel and Convention Center and Advisory Member; Mary Cracchiolo-Spain, Beau Rivage; Ashley Gartiser, Beau Rivage; Marcia Crawford, Harrison County Development Commission; Linda Hornsby, Mississippi Hotel and Lodging Association; Myrna Green, Hancock County Tourism Commission; Bill Webb, MS Gulf Coast Film Office; Daniel Lewis, Active Entertainment; Craig Sweeney, MS Gulf Coast Marathon; Charlie Cornelius, Hancock County Tourism Development Board

President Wagner called the meeting to Order.

1. Commissioner Chenoweth made the motion to accept the agenda. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- A&E	Commissioner Pappas	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Shabazz	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 Commission, the president declared the motion adopted August 23, 2016.

2. Commissioner Chenoweth made the motion to accept the minutes from the July 26, 2016 meeting as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- A&E	Commissioner Pappas	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Shabazz	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 Commission, the president declared the motion adopted August 23, 2016.

3. President Wagner welcomed all Advisory Members and Guests.

4. Commissioner Moon made the motion to change the VMGC Monthly Meeting dates and times from the fourth Tuesday of every month at 1:30pm to the last Thursday of every month at 9:00am unless otherwise noted. Seconded by Commissioner Webb, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Shabazz	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 Commission, the president declared the motion adopted August 23, 2016.

5. Renée Areng, Executive Director, reported on the following items:
- Introduced new VMGC Staff Member: Cameron George, National Sales Manager
 - Announced Visit Mississippi Gulf Coast is "Officially Accredited" through Destination Marketing Association International
 - Craig Sweeney- Provided an update on the MS Gulf Coast Marathon
 - Monthly Report- August 2016 Key Performance Indicators (attached)
 - Myrna Green, Hancock County Tourism Development Board
6. Linda Hornsby, Mississippi Hotel and Lodging Association spoke about the Occupancy Report and the recent Government Per Diem change.
7. Bill Webb, Mississippi Gulf Coast Film Office and Daniel Lewis, Active Entertainment spoke about various projections for films/movies here on the Mississippi Gulf Coast.
8. Hugh Keating, Legal Counsel mentioned the following items:
- Group Health Insurance Program- will discuss more information at the September Board Meeting
 - Updates for Employment Agreements will be brought to September Board Meeting
9. Commissioner Hansen made the motion to approve the Financial Statements as of July 31, 2016. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Shabazz	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 Commission, the president declared the motion adopted August 23, 2016.

10. Commissioner Meinzinger reported on the August 2016 disbursements as follows: check disbursements \$423,929.39 and expenses paid by credit card \$50,255.59.

11. Commissioner Fritz made the motion to approve the check disbursements with the exception of the \$12,250.00 payment to Longwoods International USA, Inc. until the Visitor Profile Agreement is approved. Seconded by Commissioner Shabazz, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzinger	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Shabazz	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 Commission, the president declared the motion adopted August 23, 2016.

12. Commissioner Holmes made the motion to approve the expenses paid by credit card. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Shabazz	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 Commission, the president declared the motion adopted August 23, 2016.

13. Commissioner Meinzing stated that \$375,000 is being moved from VMGC Checking Account to VMGC Money Market Account.

14. Commissioner Moon made the motion to deny the Group Incentive Request for the Battle on Buffett Beach being held December 3, 2016 at Buffett Beach in Pascagoula in the amount of \$2,400. Seconded by Commissioner Fritz, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Shabazz	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 Commission, the president declared the motion adopted August 23, 2016.

15. Commissioner Holmes made the motion to amend the Marketing Assistance Request for the Battle on Buffett Beach being held December 3, 2016 at Buffett Beach in Pascagoula from \$3,125 to \$5,500. Seconded by Commissioner Fritz, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Shabazz	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 Commission, the president declared the motion adopted August 23, 2016.

16. Reminders

- VMGC September Board Meeting
Tuesday, September 27th 1:30pm - 3:00pm VMGC Board Room
- State of Travel Industry
Thursday, October 27th 4:00pm - 6:00pm Lynn Meadows Discovery Center

17. 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 ---- A&E	Commissioner Meinzing	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Shabazz	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 Commission, the president declared the motion adopted August 23, 2016.



Visit Mississippi Gulf Coast

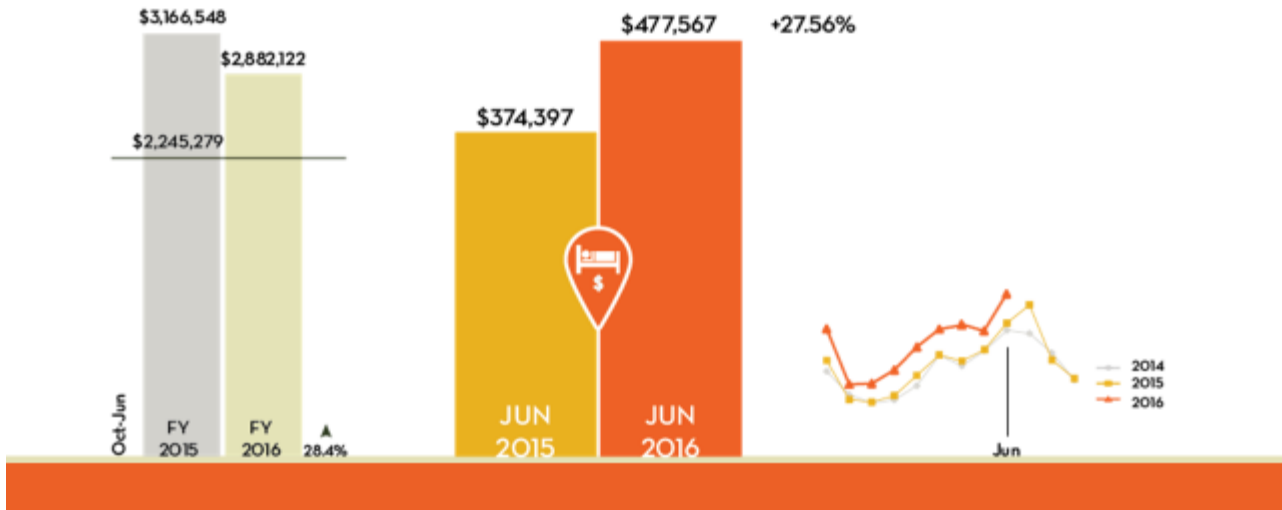
KEY PERFORMANCE INDICATORS
AUGUST 2016



Accreditation



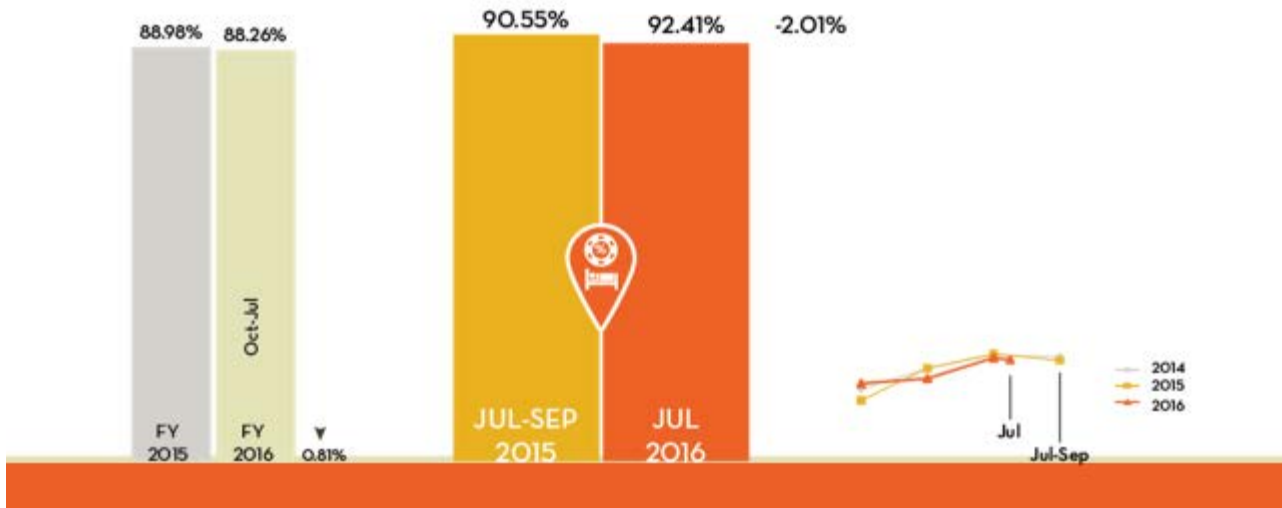
Occupancy Tax Receipts



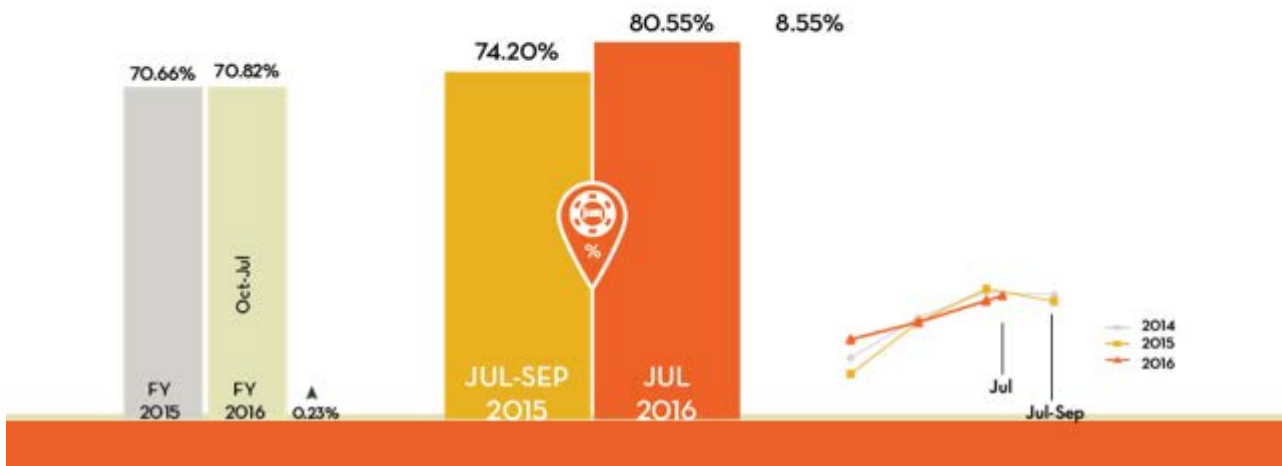
Occupancy Rate Non-Casino



Occupancy Rate Casino



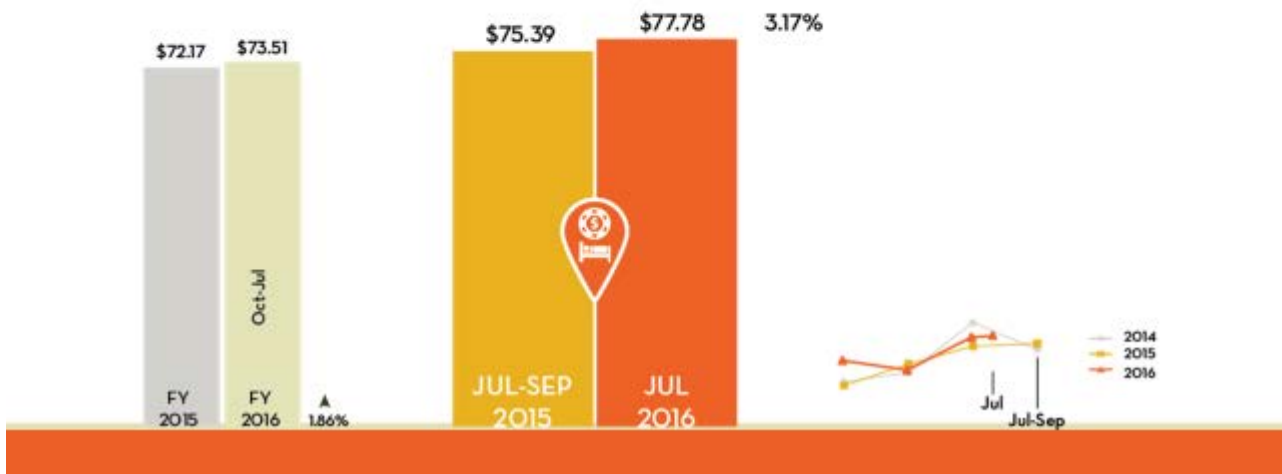
Occupancy Rate All



Average Daily Rate Non-Casino



Average Daily Rate Casino



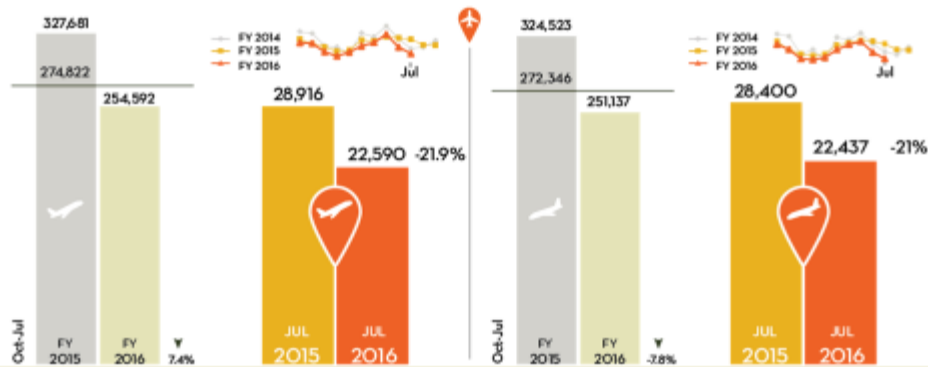
Average Daily Rate All



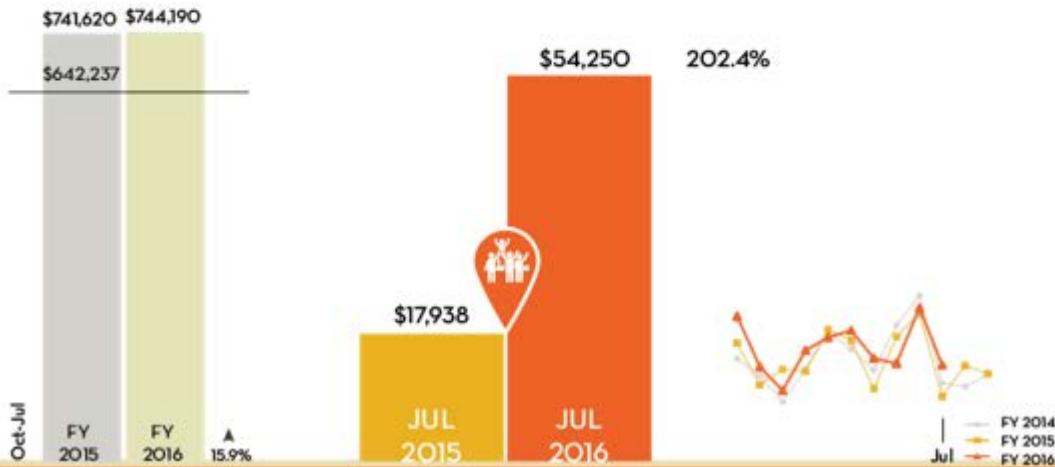
Gaming Revenue



Gulfport-Biloxi International Airport Enplanements — Deplanements



Convention Center Revenue





Definite Bookings

Room Nights/(Groups)



Leads Issued & Potential Room Nights



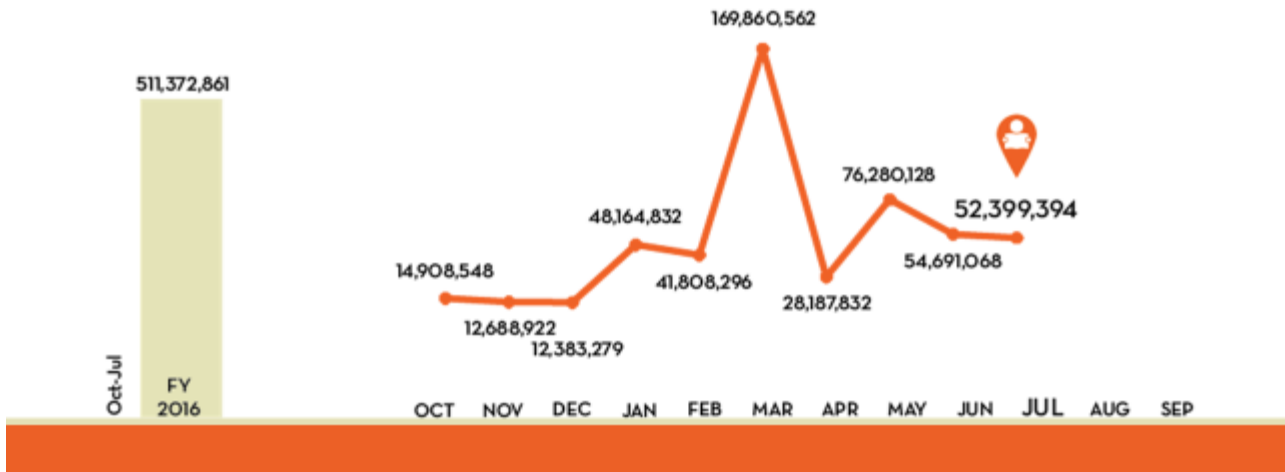
Google Analytics - Unique Visits



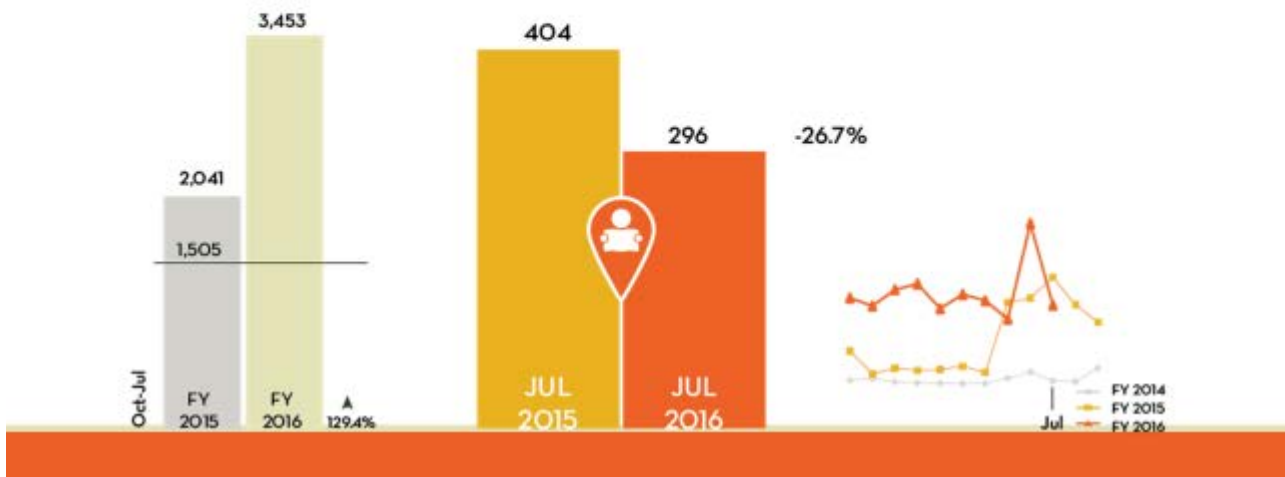
Media Value



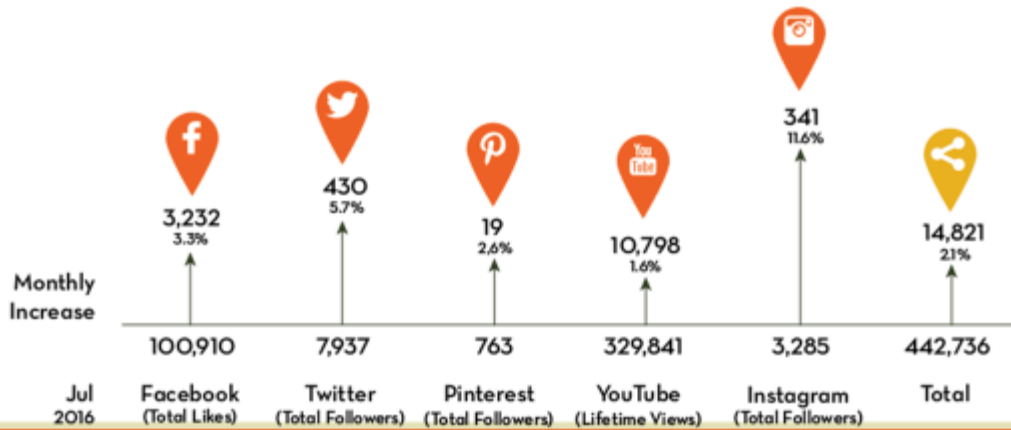
Impressions



Number of Articles



Social Media Metrics



Coast Champions



20 Trainings: 476 graduates!



