

VISIT MISSISSIPPI GULF COAST BOARD  
NOVEMBER 30, 2017  
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, November 30, 2017 at 3:00 p.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Bill Holmes, President; Danny Hansen, Vice-President; Richard Chenoweth, Treasurer; Nikki Moon, Secretary; Carla Todd; Dan Wittmann; John Carter; LuAnn Pappas; Myron Webb; Richard Marsh; Rich Westfall; Rusty David

Commissioners Present via Phone: Clay Wagner; Mary Spain

Commissioners Absent: Kim Fritz

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

Others Present: Hugh Keating, Legal Counsel; Advisory Members Clay Williams, Gulfport-Biloxi Regional Airport Authority, Donna Brown, Gulf Hills Hotel and Conference Center and Gloria Frey, MS Coast Coliseum & Convention Center; Myrna Green, Hancock County Tourism Development Bureau; Marcia Crawford, Harrison County Development Commission; Susan Perkins, Mississippi Coast Restaurant Association; Brett Byrd, Stewart, Sneed & Hewes; Keith Wilson, Biloxi-D'Iberville Press

President Holmes called the meeting to Order.

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

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

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

2. Commissioner Marsh made the motion to accept the minutes from the October 26, 2017 Visit Mississippi Gulf Coast Board Meeting as presented. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

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

3. Commissioner Chenoweth made the motion to accept the minutes from the November 1, 2017 Visit Mississippi Gulf Coast Special-Call Meeting as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

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

4. Commissioner Moon made the motion to accept the minutes from the September 28, 2017 Visit Mississippi Gulf Coast Board Meeting with the following changes:
- Under Others Present: Marcia Crawford is with the Harrison County Development Commission- not Hancock County Tourism Development Commission
  - #13: Unrestricted Net Assets- not Unrestricted New Assets

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

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

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

5. President Holmes spoke about the following:
- Recognized and welcomed all Advisory Members and Guests
  - Rusty David- Receiving the Don Jacob Award
6. Commissioner Hansen made the motion to approve the Employee Insurance Benefits rates as presented by Stewart, Sneed and Hewes. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

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

7. President Holmes (Financial & Sales) and Karen Conner (Marketing) presented the [Key Performance Indicators](#) for October 2017. Myrna Green, Hancock County Tourism Development Bureau, updated the Board on events happening in Hancock County.

8. Commissioner Pappas made the motion to authorize the Board President to execute the Cision US Inc. Subscription Renewal Agreement in the amount of \$4,675.00 for one year. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

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

9. Commissioner Moon made the motion to authorize the Board President to execute the Cvent Renewal Agreement in the amount of \$13,800.00 for one year. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

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

10. Commissioner Webb made the motion to approve the Allegiant Co-Op Funding Application in the amount of \$25,000.00. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

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

11. Commissioner Westfall made the motion to accept the \$150,000.00 BP- Final Residual Promotional Fund Grant presented to us in October 2017. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

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

12. Commissioner Hansen made the motion to approve the Financial Statements as of October 31, 2017.

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

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

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

13. Commissioner Pappas made the motion to ratify the check disbursements totaling \$196,383.27.

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

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

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

14. Commissioner Westfall made the motion to ratify the expenses paid by credit card totaling \$62,743.47.

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

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

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

15. Commissioner Marsh made the motion to amend the Visit Mississippi Gulf Coast FY18 Budget to include the \$150,000.00 BP- Final Residual Promotional Fund Grant presented to us in October 2017 (attached).

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

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

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

16. Commissioner Spain made the motion to authorize the Ocean Springs Chamber - Main Street - Tourism Bureau to participate on the Advisory Board for VMGC as such entity is qualified in accordance with House Bill 1716, Local and Private Laws of 2013, Section 6 (a) (viii). Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

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

17. Commissioner Westfall made the motion at 4:03pm to enter into Executive Session to discuss the terms and conditions of the Employment Agreement with Candidate A for the Executive Director Position.

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

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

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

18. Commissioner Moon made the motion at 4:50pm to exit Executive Session and reconvene in open meeting. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

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

19. Legal Counsel stated there was no official action taken in Executive Session.

20. Commissioner Marsh made the motion to authorize Legal Counsel and the Executive Committee to negotiate the final terms for the proposed employment agreement with Candidate A and to authorize the Executive Committee to approve the final agreement and authorize the Board President to sign should a final agreement be reached between both parties. Seconded by Commissioner David the president called the question, with the following results:

Commissioner Carter	Voted --- Yes	Commissioner Pappas	Voted --- Yes
Commissioner Chenoweth	Voted --- Yes	Commissioner Spain	Voted --- Yes
Commissioner David	Voted --- Yes	Commissioner Todd	Voted --- Yes
Commissioner Fritz	Voted --- A&E	Commissioner Wagner	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Webb	Voted --- Yes
Commissioner Marsh	Voted --- Yes	Commissioner Westfall	Voted --- Yes
Commissioner Moon	Voted --- Yes	Commissioner Wittmann	Voted --- Yes

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

21. Commissioner Hansen made the motion to approve the Sales Staff incentive goals and direct Legal Counsel to begin making the appropriate amendments to the contracts for the Sales Staff for consideration by the Commission for the next Board Meeting. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

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

## 22. Reminder

- Visit Mississippi Gulf Coast Monthly Board Meeting  
Thursday, December 21, 2017 3:00pm – 4:30pm VMGC Board Room

23. Commissioner Marsh made the motion to adjourn the meeting. Seconded by Commissioner Pappas, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- A&E	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes

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

# Visit Mississippi Gulf Coast

## FY18 Budget

Amendment Submitted to Board for Approval 2017.11.30

	Original	Amendment
<b>REVENUE</b>		
Occupancy Tax Revenue	4,211,500	4,211,500
Grant Proceeds	9,224	159,224
Miscellaneous Revenue	50,060	50,060
Interest Earned	300	300
<b>TOTAL REVENUE</b>	<b>4,271,084</b>	<b>4,421,084</b>
<b>EXPENSE</b>		
SALARIES/PAYROLL EXPENSE	1,208,601	1,208,601
MARKETING--ADVERTISING--SALES EXPE	2,868,213	3,018,213
CONTRACT SERVICES EXPENSE	94,900	94,900
OPERATING EXPENSE	90,870	90,870
CAPITAL EXPENSE	8,500	8,500
<b>TOTAL EXPENSE</b>	<b>4,271,084</b>	<b>4,421,084</b>
<b>NET REVENUE</b>	<b>0</b>	<b>0</b>

Budget being amended to include \$150,000 Deepwater Horizon Grant Awarded 2017.10.16