

VISIT MISSISSIPPI GULF COAST BOARD  
May 31, 2018  
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, May 31, 2018 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; Clay Wagner; Dan Wittmann; John Carter; Mary Spain, Rich Westfall, Richard Marsh; Rusty David

Commissioners Present via Phone: LuAnn Pappas

Commissioners Absent: Kim Fritz

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

Others Present: Hugh Keating, Legal Counsel; VMGC Advisory Members Gloria Frey, Mississippi Coast Coliseum and Convention Center, Donna Brown, Gulf Hills Hotel and Conference Center and Sonja Gillis, Lynn Meadows Discovery Center; Myrna Green, Hancock County Tourism Development Bureau; Chef Danie Rodriguez, Mississippi Restaurant Association; Alexandria J. Rodriguez, IP Casino Resort & Spa; Jerry Taranto, City of Biloxi; Mark Boyd, David Schultz Airshows; Derrick Bridges, Tranzparent Music; Curtis Cotton, Jr., Cotton Consulting

President Holmes called the meeting to Order.

1. Commissioner Wagner made the motion to accept the agenda 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 Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes
Commissioner Moon	Voted ---- Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 31, 2018.

2. Commissioner Moon made the motion to accept the minutes from the April 27, 2018 Visit Mississippi Gulf Coast Board Meeting as presented. Seconded by Commissioner Chenoweth, 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 Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes
Commissioner Moon	Voted ---- Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 31, 2018.

3. Commissioner Chenoweth made the motion to accept the minutes from the May 22, 2018 Visit Mississippi Gulf Coast Special-Call Meeting as presented. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
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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 Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes
Commissioner Moon	Voted ---- Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 31, 2018.

4. President's Report:

- Recognized and welcomed all Advisory Members and Guests.
- Appointed Rusty David as Chairman of the Nominations Committee due to Myron Webb resigning from VMGC Board; Appointed two additional Commissioners to the Nominations Committee- Clay Wagner and Carla Todd.
- President Holmes (Financial), Janice Jefferson (Sales) and Karen Conner (Marketing) presented the [Key Performance Indicators for April 2018](#) (attached).

5. Milton Segarra presented his CEO Report (attached).

6. Commissioner Wagner made the motion to approve the Crowdriff Agreement as presented. 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 Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes
Commissioner Moon	Voted ---- Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 31, 2018.

7. Commissioner Spain made the motion to approve the Longwood's Travel USA Subscription Agreement Addendum as presented. 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 Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes
Commissioner Moon	Voted ---- Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 31, 2018.

8. Public:

- Myrna Green, Hancock County Tourism Development Bureau
  - Hancock County Update
  - Announced New Branding: "Come Play on the Bay"
  - Created a new Mission Statement: VMGC was incorporated in the Statement
- Mark Boyd, David Schultz Airshows
  - Blues over Biloxi- needing Sponsors and Volunteers
- Derrick Bridges, Transparent Music & Curtis Cotton, Jr., Cotton Consulting
  - Gulf Coast Gospel Music Awards

9. Commissioner Carter made the motion to approve the Financial Statements as of April 30, 2018 as presented. 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 Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes
Commissioner Moon	Voted ---- Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 31, 2018.

10. Commissioner Marsh made the motion to ratify the expenses paid by check/ACH in the amount of \$379,105.18. 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 Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes
Commissioner Moon	Voted ---- Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 31, 2018.

11. Commissioner Marsh made the motion to ratify the expenses paid by credit card in the amount of \$39,980.89. 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 Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes
Commissioner Moon	Voted ---- Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 31, 2018.

12. Milton Segarra gave an update on the New Advertising and Marketing Agency- Peter Mayer

13. Commissioner Chenoweth made the motion to approve the Group Incentive Request for the Spring Social Workers- Investigations Conference 2019 being held April 14-17, 2019 at the Mississippi Coast Convention Center up to the amount of \$7,000. 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 Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes
Commissioner Moon	Voted ---- Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 31, 2018.

14. Commissioner Marsh made the motion to approve the Group Incentive Request for the Omega Psi Phi Fraternity- 7<sup>th</sup> District Annual Conference 2020 be held April 1-5, 2020 at the MS Coast

Convention Center up to the amount of \$20,000. Seconded by Commissioner Chenoweth, 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 Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes
Commissioner Moon	Voted ---- Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 31, 2018.

15. President Holmes appointed a Negotiating Committee to negotiate an agreement with Peter Mayer-President Holmes, Commissioner Moon, Commissioner Fritz, Commissioner Spain, Commissioner Westfall, Milton Segarra, CEO and Karen Conner, Director of Marketing.

16. Legal Counsel will draft a Resolution for all VMGC Commissioners to sign at the June meeting for Myron Webb

17. Reminders

- Resonance Consultancy- Brand Assessment Meetings:

- Hancock County: Tuesday, June 26<sup>th</sup> ~  
200 North Beach Restaurant ~ 1:30pm – 4:30pm
- Harrison County (2): Wednesday, June 27<sup>th</sup> ~  
IP- 9:00am – 12:00pm & IMMS- 1:30pm – 4:30pm
- Jackson County: Thursday, June 28<sup>th</sup> ~  
Jackson County Chamber of Commerce ~ 9:00am – 12:00pm

- Visit Mississippi Gulf Coast Monthly Board Meeting- June

Friday, June 29, 2018 10:00am – 11:30am VMGC Board Room

*(Scheduled on a Friday due to an update from the Resonance Brand Assessment Meetings)*

18. Commissioner Wagner made the motion to adjourn the 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 Westfall	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Wittmann	Voted ---- Yes
Commissioner Moon	Voted ---- Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 31, 2018.

# Visit Mississippi Gulf Coast

## Board of Commissioners Meeting



## CEO REPORT

May 2018

Milton Segarra, CDME  
5/31/18

### CITY & COUNTY LEADERSHIP

- State of City Address- D'Iberville
- Sub-Tropical Storm Alberto- Preparedness Efforts
- Myrna Green, Hancock County Tourism Bureau

### MEDIA

- WLOX Editorial Board
- Sun Herald Editorial Board Meeting
- Doug and Dave Interview
- Fox 8 Interview
- 4WWL-TV New Orleans Interview- Sub-Tropical Storm Alberto
- WLOX Interview- Sub-Tropical Storm Alberto
- WXXV Interview
- Delta Sky Magazine

### COMMUNITY

- Howard Avenue Development Company
- Mississippi Maritime Museum
- Gulfport Kiwanis Club
- Mississippi Gulf Coast National Heritage Area
- Economic Development Forum- Harrison County Development Commission
- Mississippi Aquarium Construction Kick-Off
- Blue Angels Event- City of Biloxi

### INDUSTRY / BUSINESS DEVELOPMENT

- Introductory Meeting with Peter Mayer Team
- Mississippi Southern Gaming Summit
- Meeting with Duncan McKenzie, IP
- Colombia Delegation- Harrison County Development Commission
- Southwestern Athletic Conference- Site Visit
- Gulfport-Biloxi Airport Co-Op Funding Meeting (Allegiant)
- Expedia Global Solutions
- British Airlines Vacations
- Booking.com

## CEO MEETINGS



# Thank you!

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**Visit Mississippi Gulf Coast**  
**Milton Segarra, CDME- Chief Executive Officer**

