

VISIT MISSISSIPPI GULF COAST BOARD

July 27, 2017

OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, July 27, 2017 at 10:00 a.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Bill Holmes, President; Duncan McKenzie, Vice President; Richard Chenoweth, Treasurer; Danny Hansen, Secretary; Clay Wagner; Dan Wittmann; John Carter; LuAnn Pappas; Kim Fritz; Mary Spain; Myron Webb; Nikki Moon; Richard Marsh; Rich Westfall

Commissioners Absent: Carla Todd; Clay Wagner; LuAnn Pappas

Staff Members Present: Renée Areng, Executive Director; Karen Conner, Director of Marketing; Janice Jefferson, Director of Sales; Lisa Jones, Finance Manager; Cindy Jo Calvit, Executive Administrative Assistant; Erin Rosetti, Public/Media Relations Manager; Tori Ward, Digital Content Marketing Manager

Others Present: Hugh Keating, Legal Counsel; Advisory Members: Gloria Frey, Mississippi Coast Coliseum and Convention Center and Donna Brown, Gulf Hills Hotel; Susan Perkins, Mississippi Restaurant Association; Chef Dani Rodriguez; Marcia Crawford, Harrison County Development Commission; Linda Hornsby, Mississippi Hotel Lodging Association; Myrna Green, Hancock County Tourism Development Bureau; Charlotte Miller, Hampton Inn; Cindy Lahm, Pickering Engineering; Keith Wilson, Biloxi-D'Iberville Press

President Holmes called the meeting to Order.

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

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

2. Commissioner Spain made the motion to accept the minutes from the June 29, 2017 Board Meeting with one change- Item #17: Amending the FY2017 Budget including the addition of \$65,000 in Revenue transferred from funds dedicated for future operations-Mary Spain Opposed. Seconded by Commissioner Hansen, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

3. Minutes from the July 12, 2017 Special-Called Meeting were not approved due to a discrepancy in Item #3- regarding the review of the Accounting Procedures and Personnel Procedures with the VMGC Staff. Executive Administrative Assistant will review the recording and clarify the correct wording of the motion and present the minutes at the next Board Meeting for approval.

4. President Holmes recognized and welcomed all Advisory Members and Guests.
5. Renée Areng, Executive Director, reported on the following items:
 - [Key Performance Indicators- July 2017](#)
6. Commissioner Fritz made the motion to accept the addendum to extend the Masterminds Advertising Agency Agreement for another year. Seconded by Commissioner Carter, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

7. Commissioner Hansen made the motion to approve the Financial Statements as of June 30, 2017. Seconded by Commissioner Carter, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

8. Commissioner McKenzie made the motion to ratify the check disbursements totaling \$392,629.35. Seconded by Commissioner Webb, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

9. Commissioner Moon made the motion to ratify the expenses paid by credit card totaling \$16,604.97. Seconded by Commissioner Webb, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

10. List of Bills Paid by Credit Card was presented to the Board. No action was taken in this matter.

11. FY2018 Proposed Budget- discussion only.

12. Commissioner Fritz made the motion to approve changes to the BP - Residual Promotional Fund Grant Request that was recommended in the Marketing Committee Meeting and send the changes to the Grant Administration for approval. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Pappas	Voted ---- A&E
Commissioner Chenoweth	Voted ---- Opposed	Commissioner Spain	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Marsh	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Opposed	Commissioner Wittman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

13. Commissioner Hansen made the motion to approve the Signature Event- Cruisin' The Coast 2017 being held in October 2017 up to the amount of \$30,000. Seconded by Commissioner Moon, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

14. Commissioner Marsh made the motion to enter into Executive Session to discuss personnel matters related to one employee's Employment Agreement. Seconded by Commissioner Carter, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

15. Commissioner Moon made the motion to exit Executive Session and reconvene in open meeting. Seconded by Commissioner Chenoweth the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

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

17. Commissioner Chenoweth made the motion to authorize the Board President and Legal Counsel to review and revise the Employment Agreement for Kaley Bacon Holley so as to conform to the laws of the State of Mississippi and make it effective for the inventive program starting April 1, 2017. Seconded by Commissioner Moon, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

18. Commissioner Fritz made the motion to authorize the Board President and Treasurer to approve and sign any Accounting Procedures or Personnel Policies the Executive Director would normally approve. Seconded by Commissioner Marsh, the president called the question, with the following results:

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

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.

19. President Holmes announced the following:

- President Holmes would visit the office two or three days a week or when needed and attend VMGC Staff Meetings
- Commission Chenoweth will oversee all Financials
- Karen Conner, Director of Marketing will oversee all Marketing Department Operations
- Janice Jefferson, Director of Sales will oversee the Sales Department Operations

20. Reminder

- VMGC Monthly Board Meeting- August
Thursday, August 31, 2017 10:00am – 11:30am VMGC Board Room

21. Commissioner Hansen 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 ---- A&E
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Todd	Voted ---- A&E
Commissioner Hansen	Voted ---- Yes	Commissioner Wagner	Voted ---- A&E
Commissioner Marsh	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner McKenzie	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner Moon	Voted ---- Yes	Commissioner Wittman	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted July 27, 2017.



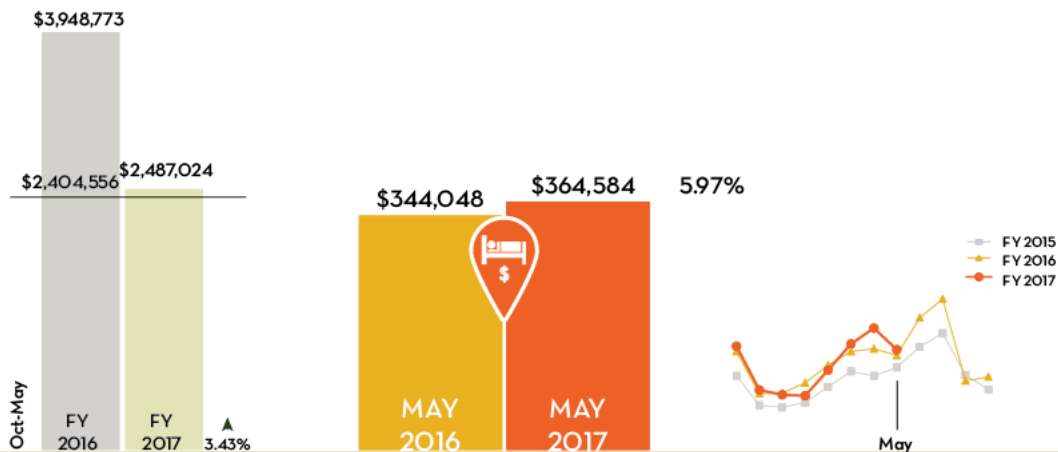
Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS
JULY 2017

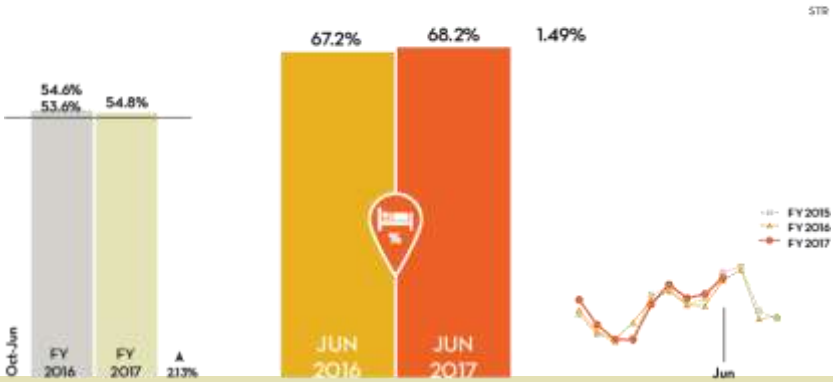
Occupancy Tax Receipts



MS Department of Revenue



Non-Casino Occupancy



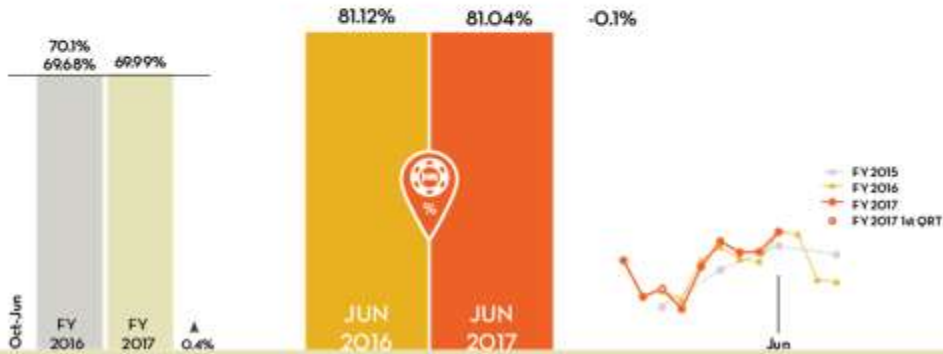
Casino Occupancy



All Occupancy



STR & MSGC



Non-Casino ADR



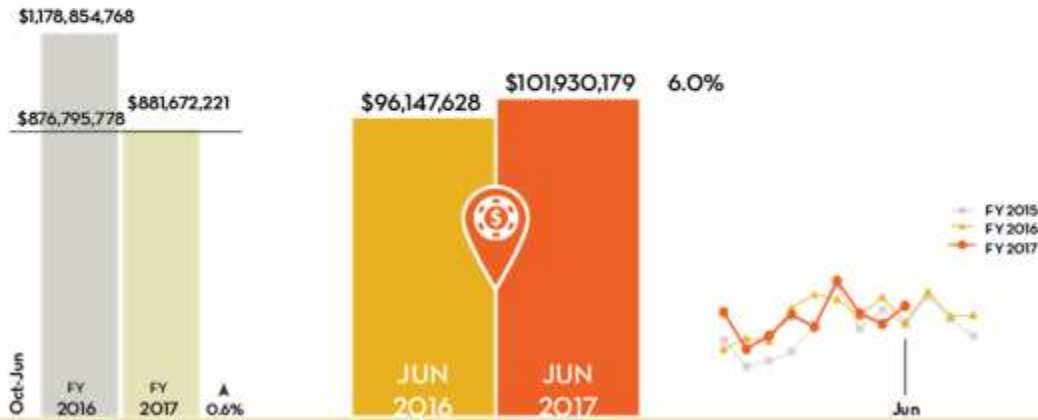
STR



Gaming Revenue



MS Gaming Commission



Casino ADR



MS Gaming Commission



All ADR



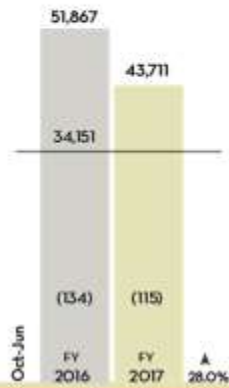
Airport



Definite Bookings



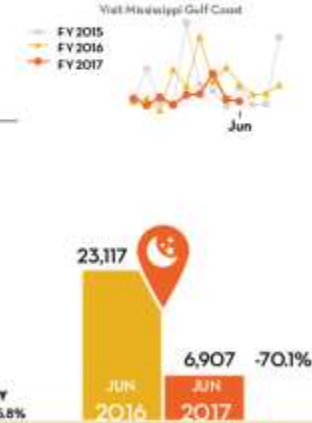
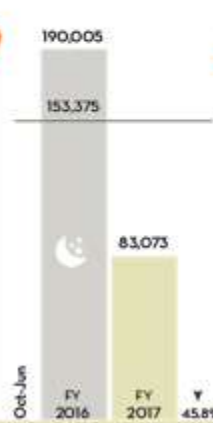
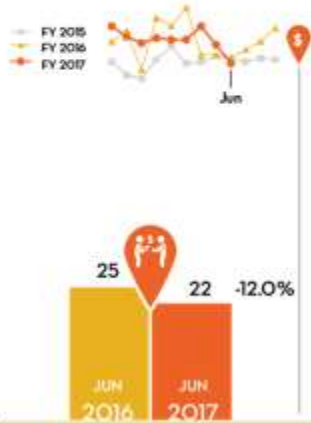
Room Nights/(Groups)



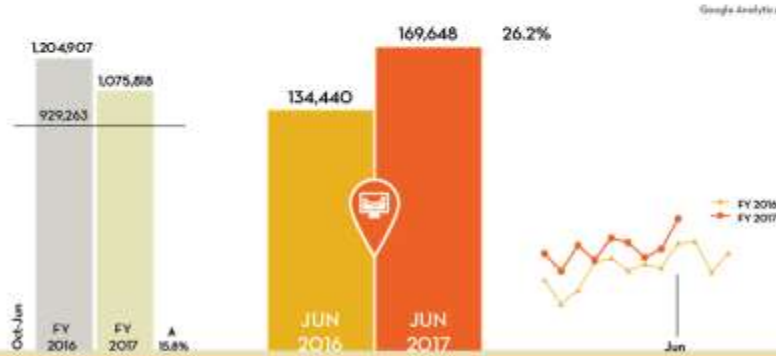
Visit Mississippi Gulf Coast



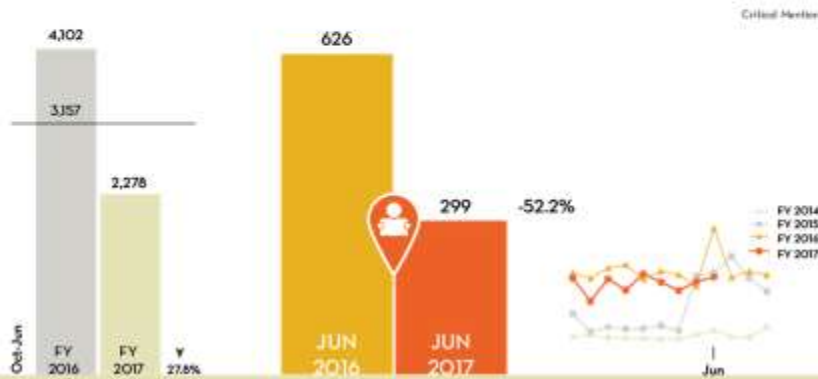
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



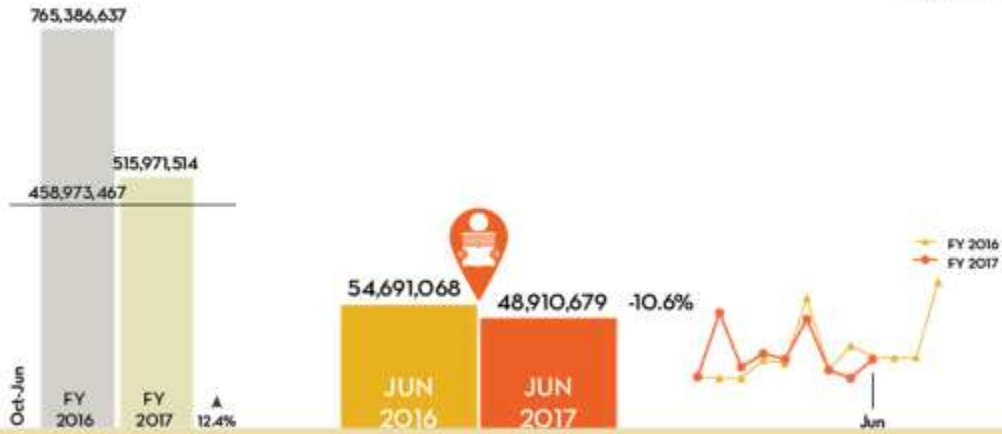
Number of Articles



Impressions



Critical Mention



Media Value



Critical Mention



A Summer Road Trip Along the Mississippi Gulf Coast

JUNE 22, 2017 12:00 AM
BY CHRIS BODDIE AND JESSICA

Here, a few splendid towns along the Mississippi Gulf Coast.



Bay St. Louis Harbor at sunset.
Photo: Courtesy of Eric Anderson



Bay St. Louis

Connect SPORTS

Visit Mississippi Gulf Coast's Craig Mackay Is a "Future Game Changer"

By Matt Swenson, June 15, 2017



What Craig Mackay, sports development manager at Visit Mississippi Gulf Coast, may lack in experience, he makes up for with enthusiasm. Perhaps that's what makes the 25-year-old a perfect fit for the role, which he assumed in November 2015. As Mackay further grows into the role, the destination will continue to develop its reputation as an ideal host for sports events.

Mackay is "a breath of fresh air, to be honest," says Jon Schneider, president and CEO of Huddle Up Group.

Such high praise is made more impressive in context.

MEDIA COVERAGE

southern Flair

Southern Fashion. Louisiana Lifestyle. Local Love.

A Weekend Travel Guide To The Mississippi Gulf Coast

www.southernflair.com

Today, I'm sharing how to make the most of a weekend getaway to the Mississippi Gulf Coast, if you're looking for a place to visit, just a short drive away, there's where to stay, what to see, eat, drink and do. And be sure to follow your favorite things to do in the area.



Redfish in the Marsh kayak fishing Pascagoula Mississippi

Redfish in the Marsh

Subscribe 21K

4,246 views

MEDIA COVERAGE



10 Beaches With No Bridges

Bridges make it easy to reach the beach, but a bridge also brings a gazillion cars, a gazillion people, chain restaurants and go-cart tracks. If that's not your thing, we can both agree that the best beaches are the ones you can only reach by boat. Here are 10 beaches where you'll never have to fight for a parking space.



Cat Island, Mississippi

Cat Island has white sandy beaches, marshes, a coastal forest of slash pines and live oaks, and no commercial development. Swim, fish, hike the nature trails and listen to the sounds of an island undisturbed by human noise. Despite the name, there are no cats on the island. When perpetually confused Spanish explorers showed up there 500 years ago, they thought the raccoons they saw were cats. So, Cat Island.

Marlin

On the Docks at the MGCBC

Biloxi's biggest sport-fishing tournament sets new records this year.

BY SAM WHITE / JUNE 16, 2017

The 2017 Mississippi Gulf Coast Billfish Classic was a record-setter in several ways. It hosted the largest participating fleet in the event's 22-year history at 120 boats. The payout also hit record numbers, with a total prize purse of over \$2 million available to the winning teams. A forecast of beautiful weather certainly helped, as teams from across the Gulf of Mexico descended upon Biloxi, Mississippi for their shot at a share of the cash. Enjoy this "on the docks" photo tour of the tournament through the eyes of photographer Fred Salinas.

MEDIA COVERAGE

Social Media Metrics



Visit Mississippi Gulf Coast into live
 Followers for this live video: 16,679

Putting up the shrimp net on the [Best Shrimping Trip](#) and learning all about Gulf Coast sea life or enjoying day of shrimp season! [#MSCVisitUs](#)

46,773 People Reached
 10,679 Video Views
 610 Reactions, Comments & Shares

Reaction	Count	On Post	On Stories
Like	373	On Post	On Stories
Love	36	On Post	On Stories
Wow	11	On Post	On Stories
Sad	25	On Post	On Stories
Angry	6	On Post	On Stories
Laugh	1	On Post	On Stories
Comment	56	On Post	On Stories
Share	79	On Post	On Stories

3,262 Post Shares
 403 Clicks to Page
 6 Link Clicks
 2,387 Total Clicks

Engagements: 2,642
 Total engagements: 110
 Media engagements: 00
 Link clicks: 6
 Detail expands: 7
 Profile clicks: 7
 Likes: 8
 Feeding likes: 8
 Retweets: 1
 Replies: 1

SOCIAL MEDIA



More than 1500 Downloads!

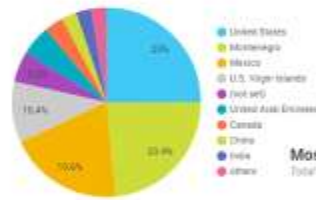


MY GULF COAST METRICS

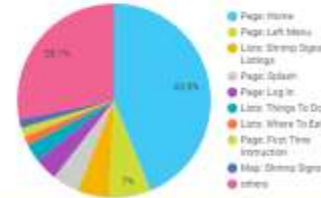
June 2017

Total users	1,535
New users (June)	703
Total sessions	14,739
Sessions per user	9.6
Avg. session duration	00:01:55
iOS users	882 (58%)
Android users	638 (42%)

Geographic Usage
Sessions by Country



Most Popular Screens
Total Screens by Screen Name



6/30/2017

VISIT MISSISSIPPI GULF COAST

25

Coast Champions



31 Trainings with 653 graduates!

