## VISIT MISSISSIPPI GULF COAST BOARD August 31, 2017 OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, August 31, 2017 at 10:00 a.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

<u>Commissioners Present</u>: Bill Holmes, President; Richard Chenoweth, Treasurer; Danny Hansen, Secretary; Clay Wagner; Dan Wittmann; LuAnn Pappas; Kim Fritz; Mary Spain; Myron Webb; Nikki Moon; Richard Marsh; Rich Westfall

Commissioners Absent: Carla Todd; John Carter

<u>Staff Members Present</u>: 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; Advisory Member Bill Yockey, White House/Margaritaville; Teckie Hinkebein, Gulfport-Biloxi Airport Authority; Myrna Green, Hancock County Tourism Development Bureau; 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 Moon, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

2. Commissioner Marsh made the motion to accept the minutes from the July 12, 2017 Visit Mississippi Gulf Coast Special-Called Meeting, the July 27, 2017 Visit Mississippi Gulf Coast Board Meeting and the August 10, 2017 Visit Mississippi Gulf Coast Special-Called Meeting as presented. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

- 3. President Holmes spoke about the following:
  - Recognized and welcomed all Advisory Members and Guests
  - Thanked Visit Mississippi Gulf Coast Staff and Committee Chairs
  - Duncan McKenzie resigned from Visit Mississippi Gulf Coast Board
  - State of the Tourism Industry Meeting scheduled for Tuesday, October 24, 2017 at 4:00pm
  - Visit Mississippi Gulf Coast FY2018 Budget and Marketing Plan to be presented to the Board of Supervisors for Harrison, Hancock and Jackson Counties before October.
  - Myrna Green, Hancock County Tourism Development Bureau updated the board on events happening in Hancock County.

4. Commissioner Fritz made the motion to have Legal write a Resolution to present to Duncan McKenzie for his service on the Visit Mississippi Gulf Coast Board and have all Commissioners sign at next Board Meeting. Seconded by Spain, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

5. Due to Duncan McKenzie resigning from the Visit Mississippi Gulf Coast Board, Commissioner Fritz made the motion to appoint Danny Hansen, who was Board Secretary, as Vice President and Nikki Moon as Secretary. Seconded by Wagner, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

- 6. President Holmes (Financial), Janice Jefferson (Sales) and Karen Conner (Marketing) presented the Key Performance Indicators for June 2017 (attached)
- 7. Commissioner Westfall made the motion to authorize the Board President to execute the Longwoods Awareness and Image Research Agreement in the amount of \$55,000. Seconded by Moon, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

8. Commissioner Hansen made the motion to authorize the Board President to execute the Simpleview SEO Renewal Agreement in the amount of \$24,000. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

9. Commissioner Chenoweth made the motion to approve the Crossroads Marketing Golf Guide Ad in the amount of \$4,995. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

10. Commissioner Moon made the motion to authorize the Board President to execute the STR Renewal Agreement in the amount of \$4,400. Seconded by Commissioner Pappas, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

11. Commissioner Webb made the motion to authorize Janice Jefferson, on behalf of Visit Mississippi Gulf Coast, to execute the Biloxi Parks and Recreation Agreement in the amount of \$1,300 and the Biloxi Police Department Agreement in the amount of \$87.50 for the use of Point Cadet Plaza for a Southeast Tourism Society Event. Seconded by Commissioner Spain, the president called the guestion, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

12. Commissioner Hansen made the motion to approve the Financial Statements as of July 31, 2017. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

13. Commissioner Marsh made the motion to ratify the check disbursements totaling \$439,829.32. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

14. Commissioner Moon made the motion to ratify the expenses paid by credit card totaling \$22,927.95. Seconded by Commissioner Pappas, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pannas	Voted Vos		

Commissioner Pappas Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

15. Commissioner Chenoweth made the motion to approve the List of Bills to be Paid by Credit Card. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

16. Commissioner Wagner made the motion to approve the Visit Mississippi Gulf Coast Budget for Fiscal Year 2018 as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pannas	Voted Yes		

17. Commissioner Westfall made the motion to approve the Revised Media Plan for Fiscal Year 2017 as presented. Seconded by Commissioner Wagner, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

18. Commissioner Hansen made the motion to approve the Media Plan for Fiscal Year 2018 as presented. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

19. Commissioner Chenoweth made the motion to approve the Marketing Plan for Fiscal Year 2018 as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

20. Commissioner Moon made the motion to approve the Marketing Budget for Fiscal Year 2018 as presented. Seconded by Commissioner Pappas, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

21. Commissioner Westfall made the motion to approve the Group Incentive Request for the Zeta Phi Beta Sorority's 2018 Mississippi State Leadership Conference being held March 2-4, 2018 at the MS Gulf Coast Convention Center in the amount of \$2,000. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

22. Commissioner Wagner made the motion to enter into Executive Session to discuss personnel matters and matters related to the Executive Director candidates. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

23. Commissioner Hansen 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 A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

- 24. Legal Counsel stated there was no official action taken in Executive Session.
- 25. Commissioner Moon made the motion to change the Public Relations/Media Manager position to exempt, increase the salary range for this position to \$35,000 \$41,000 and authorize the Board President to discuss a salary amount with the employee holding this position. Seconded by Commissioner Pappas, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		

26. Commissioner Moon made the motion to authorize the Board President to discuss with the Executive Director Candidate, and if candidate agrees, to attend the Mississippi Tourism Association's Governor's Conference as a consultant, not to exceed expense amount of \$2,500. Seconded by Commissioner Hansen, the president called the question, with the following results:

Voted A&E	Commissioner Spain	Voted Yes
Voted Yes	Commissioner Todd	Voted A&E
Voted Yes	Commissioner Wagner	Voted Yes
Voted Yes	Commissioner Webb	Voted Yes
Voted Yes	Commissioner Westfall	Voted Yes
Voted Yes	Commissioner Wittmann	Voted Yes
Voted Yes		
	Voted Yes Voted Yes Voted Yes Voted Yes Voted Yes	Voted Yes Commissioner Todd Voted Yes Commissioner Wagner Voted Yes Commissioner Webb Voted Yes Commissioner Westfall Voted Yes Commissioner Wittmann

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted August 31, 2017.

## 27. Reminder

- VMGC Monthly Board Meeting- September
   Thursday, September 28, 2017 10:00am 11:30am VMGC Board Room
- 28. Commissioner Marsh made the motion to adjourn the meeting. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted A&E	Commissioner Spain	Voted Yes
Commissioner Chenoweth	Voted Yes	Commissioner Todd	Voted A&E
Commissioner Fritz	Voted Yes	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
Commissioner Pappas	Voted Yes		