

VISIT MISSISSIPPI GULF COAST BOARD
JANUARY 26, 2016
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board of Board Members met Tuesday, January 26, 2016 at 1:30 p.m., at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Board Members Present: Rich Westfall, president; Pam Meinzinger, treasurer; Clay Wagner, secretary; Richard Chenoweth; Danny Hansen; Chett Harrison; Kim Fritz; Bill Holmes; Duncan Mckenzie; Carla Todd; Myron Webb

Board Members Absent: Jeff Descher, vice president; John Carter; Jimmie Ladner; CeCe Shabazz

Staff Members Present: Renée Areng, Executive Director; Janice Jefferson, Director of Sales; Karen Conner, Director of Marketing; Erin Kenna, PR/Media Relations; Kelsey King, Social Media Manager; Lisa Jones, Finance Manager; Cindy Jo Calvit, Executive Administrative Assistant; Traci Dauro, Executive Assistant to Honorable Angel Middleton

Others Present: Hugh Keating, legal counsel; Clay Williams and Teckie Hinkebein, Gulfport-Biloxi Airport Authority; Myrna Green, HCTDB; Brandy Waltman, Negrotto's Gallery; Kristen Durand, WXXV-25

President Westfall called the meeting to Order.

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

Board Member Carter	Voted ---- A&E	Board Member Ladner	Voted ---- A&E
Board Member Chenoweth	Voted ---- Yes	Board Member Mckenzie	Voted ---- Yes
Board Member Descher	Voted ---- A&E	Board Member Meinzinger	Voted ---- Yes
Board Member Fritz	Voted ---- Yes	Board Member Shabazz	Voted ---- A&E
Board Member Hansen	Voted ---- Yes	Board Member Todd	Voted ---- Yes
Board Member Harrison	Voted ---- Yes	Board Member Wagner	Voted ---- Yes
Board Member Holmes	Voted ---- Yes	Board Member Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted January 26, 2016.

2. Board Member Holmes made the motion to accept the minutes from the December 15, 2015, meeting as presented. Seconded by Board Member Hansen, the president called the question, with the following results:

Board Member Carter	Voted ---- A&E	Board Member Ladner	Voted ---- A&E
Board Member Chenoweth	Voted ---- Yes	Board Member Mckenzie	Voted ---- Yes
Board Member Descher	Voted ---- A&E	Board Member Meinzinger	Voted ---- Yes
Board Member Fritz	Voted ---- Yes	Board Member Shabazz	Voted ---- A&E
Board Member Hansen	Voted ---- Yes	Board Member Todd	Voted ---- Yes
Board Member Harrison	Voted ---- Yes	Board Member Wagner	Voted ---- Yes
Board Member Holmes	Voted ---- Yes	Board Member Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted January 26, 2016.

3. President Westfall thanked everyone for attending and made mention of the following:
- Jackson County Room Tax- Budgeted for year \$600,000; up in October \$53,000; lower in November \$32,000 but right in line with Harrison County.
 - Changes in Organizational Chart. Change Receptionist to Administrative Assistant, blending job duties.

Board Member Hansen made the motion to change the position title of Receptionist to Administrative Assistant and accept job description as presented. Seconded by Board Member Chenoweth, the president called the question, with the following results:

Board Member Carter	Voted ---- A&E	Board Member Ladner	Voted ---- A&E
Board Member Chenoweth	Voted ---- Yes	Board Member Mckenzie	Voted ---- Yes
Board Member Descher	Voted ---- A&E	Board Member Meinzinger	Voted ---- Yes
Board Member Fritz	Voted ---- Yes	Board Member Shabazz	Voted ---- A&E
Board Member Hansen	Voted ---- Yes	Board Member Todd	Voted ---- Yes
Board Member Harrison	Voted ---- Yes	Board Member Wagner	Voted ---- Yes
Board Member Holmes	Voted ---- Yes	Board Member Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted January 26, 2016.

4. Renée Areng, reported on the following items:
 - Myrna Green, Hancock County Tourism Development Bureau, discussed:
 - Short Term Rental- contact name headed in Jackson direction to Department of Revenue for tax revenue verifications- approximately 34 Rentals not paying sales tax
 - 4 newly elected Board of Supervisor officials now on agenda for Diamondhead, Waveland & Bay St. Louis to keep them updated on the importance of Tourism
 - October 2015- Tax Revenue - up 5.2%; Collection for month - \$11,758.59
 - Cal Ripken Tournament for 7 year olds in July; estimated 1800 in attendance; Possibly also hosting tournament for 11 year olds
 - Second Annual Joe's & Pro's Trout Tournament at Bay St. Louis Marina- Sponsored by The Blind Tiger
 - Monthly Report- Key Performance Indicators (attached)

5. Clay Williams, Gulfport-Biloxi Airport Authority, introduced Teckie Hinkebein, the new Marketing Director for Gulfport-Biloxi Airport Authority. He also discussed the following:
 - Hosted Airport Roundtable in December with representatives from approximately 44 airports around the country, including Delta, Southwest, United & Allegiant from here on the coast
 - Sun Country had 76% load factor for 13 weeks of service; spoke to them again, they asked for a revenue guarantee and agreement was signed and pledged for service of 15 weeks this time
 - Last year the airport changed rules and regulations for taxi cabs to make it more customer friendly, including distributing Destination Rate Maps for the coast; City of Biloxi to decide possibly making their own rates and regulations; Need uniform interlocale agreement if Biloxi withdraws

6. Hugh Keating, Legal Counsel, reported on the following items:
 - Mr. Keating, Renée Areng and Lisa Jones met with Pam Ulrich to discuss administrative procedures
 - Research regarding marking vehicles
 - Several conversations about relevant legislation and legislation needs
 - On the City of Gulfport upcoming agenda is to make a "Walkable Social District"

7. Board Member Meinzinger reported on the January 26, 2016 disbursements as follows: grand total disbursements for January 2016--\$280,857.55. Board Member Wagner made the motion to approve the disbursements. Seconded by Board Member Todd, the president called the question, with the following results:

Board Member Carter	Voted ---- A&E	Board Member Ladner	Voted ---- A&E
Board Member Chenoweth	Voted ---- Yes	Board Member Mckenzie	Voted ---- Yes
Board Member Descher	Voted ---- A&E	Board Member Meinzinger	Voted ---- Yes
Board Member Fritz	Voted ---- Yes	Board Member Shabazz	Voted ---- A&E
Board Member Hansen	Voted ---- Yes	Board Member Todd	Voted ---- Yes
Board Member Harrison	Voted ---- Yes	Board Member Wagner	Voted ---- Yes
Board Member Holmes	Voted ---- Yes	Board Member Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted January 26, 2016.

8. Board Member Hansen made the motion to approve the Balance Sheet and Profit & Loss Statement as of December 31, 2015. Seconded by Board Member Wagner, the president called the question, with the following results:

Board Member Carter	Voted ---- A&E	Board Member Ladner	Voted ---- A&E
Board Member Chenoweth	Voted ---- Yes	Board Member Mckenzie	Voted ---- Yes
Board Member Descher	Voted ---- A&E	Board Member Meinzinger	Voted ---- Yes
Board Member Fritz	Voted ---- Yes	Board Member Shabazz	Voted ---- A&E
Board Member Hansen	Voted ---- Yes	Board Member Todd	Voted ---- Yes
Board Member Harrison	Voted ---- Yes	Board Member Wagner	Voted ---- Yes
Board Member Holmes	Voted ---- Yes	Board Member Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted January 26, 2016.

9. Board Member Meinzing reported the following:
- December expenditures were projected to exceed revenue by \$105,000, but only exceeded by \$47,500
 - P&L Report for December 31, 2015 shows \$37,000 under Miscellaneous- this is a portion of the BP Seafood Grant
 - Budget a little off due to budgeting on a quarterly basis -vs- bi-yearly basis for payroll incentives
 - Disbursements are lower due to an increase in credit card usage to receive cash back rewards.

10. The Marketing Committee discussed the following items:
Mobile App, Midwest TV, Meetings Quest Partnership and the following Group Incentive Requests

11. Board Members Fritz, Mckenzie and Harrison left the meeting during the discussion of the following item due to conflict of interest:

Board Member Wagner made the motion to approve the Group Incentive Request from Southern Gaming Summit being held May 3-5, 2016, at the MS Coast Coliseum and Convention Center, in the amount of \$20,000 and waiving the room night restrictions per guideline requirements. Seconded by Board Member Chenoweth, the president called the question, with the following results:

Board Member Carter	Voted ---- A&E	Board Member Mckenzie	Voted ---- A&E
Board Member Chenoweth	Voted ---- Yes	Board Member Meinzing	Voted ---- Yes
Board Member Descher	Voted ---- A&E	Board Member Shabazz	Voted ---- A&E
Board Member Fritz	Voted ---- A&E	Board Member Todd	Voted ---- Yes
Board Member Hansen	Voted ---- Yes	Board Member Wagner	Voted ---- Yes
Board Member Harrison	Voted ---- A&E	Board Member Webb	Voted ---- Yes
Board Member Holmes	Voted ---- Yes	Board Member Westfall	Voted ---- Yes
Board Member Ladner	Voted ---- A&E		

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted January 26, 2016.

Board Members Fritz, Mckenzie and Harrison returned to meeting.

12. President Westfall suggested the Policy Committee review the Convention Incentive Guidelines on room nights.

13. Board Member Holmes made the motion to approve the Group Incentive Request from Southern Black Softball Association Original (S.B.S.A.O.) being held August 12-14, 2016 at the Gulfport Sportsplex, in the amount of \$10,000. Seconded by Board Member Chenoweth, the president called the question, with the following results:

Board Member Carter	Voted ---- A&E	Board Member Ladner	Voted ---- A&E
Board Member Chenoweth	Voted ---- Yes	Board Member Mckenzie	Voted ---- Yes
Board Member Descher	Voted ---- A&E	Board Member Meinzing	Voted ---- Yes
Board Member Fritz	Voted ---- Yes	Board Member Shabazz	Voted ---- A&E
Board Member Hansen	Voted ---- Yes	Board Member Todd	Voted ---- Yes
Board Member Harrison	Voted ---- Yes	Board Member Wagner	Voted ---- Yes
Board Member Holmes	Voted ---- Yes	Board Member Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted January 26, 2016.

14. Board Member Hansen made the motion to approve the Group Incentive Request from Youth Basketball of America Mississippi Super Regional Championship (Y.B.O.A.) being held May 20-22, 2016, at various high school gyms throughout Ocean Springs, Biloxi and Gulfport, in the amount of \$5,000 and basis solely on non-local teams. Seconded by Board Member Webb, the president called the question, with the following results:

Board Member Carter	Voted ---- A&E	Board Member Ladner	Voted ---- A&E
Board Member Chenoweth	Voted ---- Yes	Board Member Mckenzie	Voted ---- Yes
Board Member Descher	Voted ---- A&E	Board Member Meinzing	Voted ---- Yes
Board Member Fritz	Voted ---- Yes	Board Member Shabazz	Voted ---- A&E
Board Member Hansen	Voted ---- Yes	Board Member Todd	Voted ---- Yes
Board Member Harrison	Voted ---- Yes	Board Member Wagner	Voted ---- Yes
Board Member Holmes	Voted ---- Yes	Board Member Webb	Voted ---- Yes

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted January 26, 2016.

15. The Group Incentive Request from South HoopFests- Memorial Day Hoop Fest being held May 27-30, 2016, at the MS Coast Coliseum and Convention Center, in the amount of \$10,000, was tabled due to it being scheduled during a peak period. No action taken.
16. Board Member Chenoweth made the motion to approve the request for Group Incentive Request from HDW Wholesale Distributors- 2018 Fall Market being held July 30 - August 6, 2018, at the MS Coast Coliseum and Convention Center, in the amount of up to \$5650. Seconded by Board Member Hansen, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-------------------------|----------------|
| Board Member Carter | Voted ---- A&E | Board Member Ladner | Voted ---- A&E |
| Board Member Chenoweth | Voted ---- Yes | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- A&E | Board Member Meinzinger | Voted ---- Yes |
| Board Member Fritz | Voted ---- Yes | Board Member Shabazz | Voted ---- A&E |
| Board Member Hansen | Voted ---- Yes | Board Member Todd | Voted ---- Yes |
| Board Member Harrison | Voted ---- Yes | Board Member Wagner | Voted ---- Yes |
| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted January 26, 2016.
17. Board Member Chenoweth made the motion to approve the request for Convention Incentive Request from National Rural Water Association- 2019 WaterPro Conference being held September 4-12, 2019, at the MS Coast Coliseum and Convention Center, in the amount of up to \$25,000. Seconded by Board Member Hansen, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-------------------------|----------------|
| Board Member Carter | Voted ---- A&E | Board Member Ladner | Voted ---- A&E |
| Board Member Chenoweth | Voted ---- Yes | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- A&E | Board Member Meinzinger | Voted ---- Yes |
| Board Member Fritz | Voted ---- Yes | Board Member Shabazz | Voted ---- A&E |
| Board Member Hansen | Voted ---- Yes | Board Member Todd | Voted ---- Yes |
| Board Member Harrison | Voted ---- Yes | Board Member Wagner | Voted ---- Yes |
| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted January 26, 2016.
18. Board Member Wagner reported on meetings held with the Development & Government Relations Committee. The Committee has been in discussions with Legislators and the Governor's office on the Restore Act money. No appropriations have been made at this time and will not be made until the money is in hand. The Committee will continue to meet and discuss this matter.
19. Renée Areng reported that the Audit Committee did not meet this month due to the State Retirement System not releasing the Gasby 68 documents.
20. Reminders
- Mississippi Tourism Association Legislative Reception - Wednesday, January 27th - Jackson Duling Hall - Jackson
 - Masterminds Strategic Planning Session - Tuesday, February 16th - 9:00am - 12:00pm- VMGC Board Room
 - Visit Mississippi Gulf Coast Monthly Meeting - Tuesday, February 23rd - 1:30pm - VMGC Board Room
21. Board Member Harrison made the motion to adjourn the meeting. Seconded by Board Member Hansen, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-------------------------|----------------|
| Board Member Carter | Voted ---- A&E | Board Member Ladner | Voted ---- A&E |
| Board Member Chenoweth | Voted ---- Yes | Board Member Mckenzie | Voted ---- Yes |
| Board Member Descher | Voted ---- A&E | Board Member Meinzinger | Voted ---- Yes |
| Board Member Fritz | Voted ---- Yes | Board Member Shabazz | Voted ---- A&E |
| Board Member Hansen | Voted ---- Yes | Board Member Todd | Voted ---- Yes |
| Board Member Harrison | Voted ---- Yes | Board Member Wagner | Voted ---- Yes |
| Board Member Holmes | Voted ---- Yes | Board Member Webb | Voted ---- Yes |
- The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted January 26, 2016.

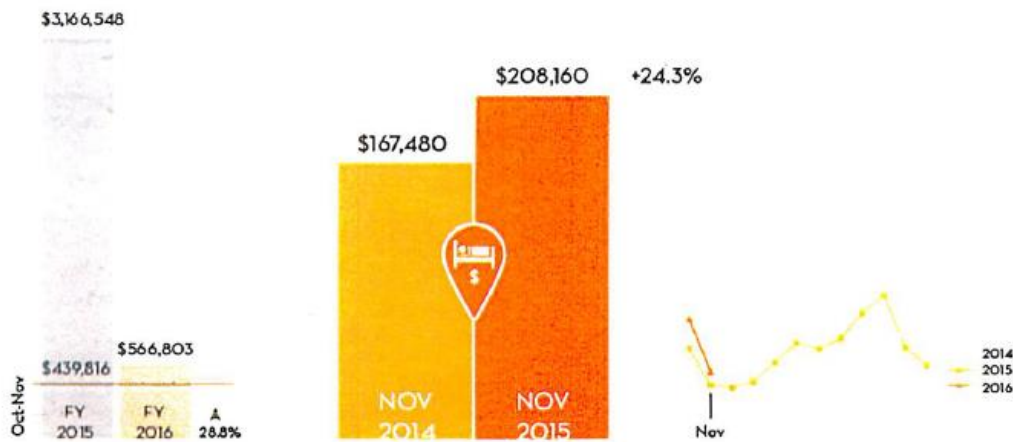


Visit Mississippi Gulf Coast

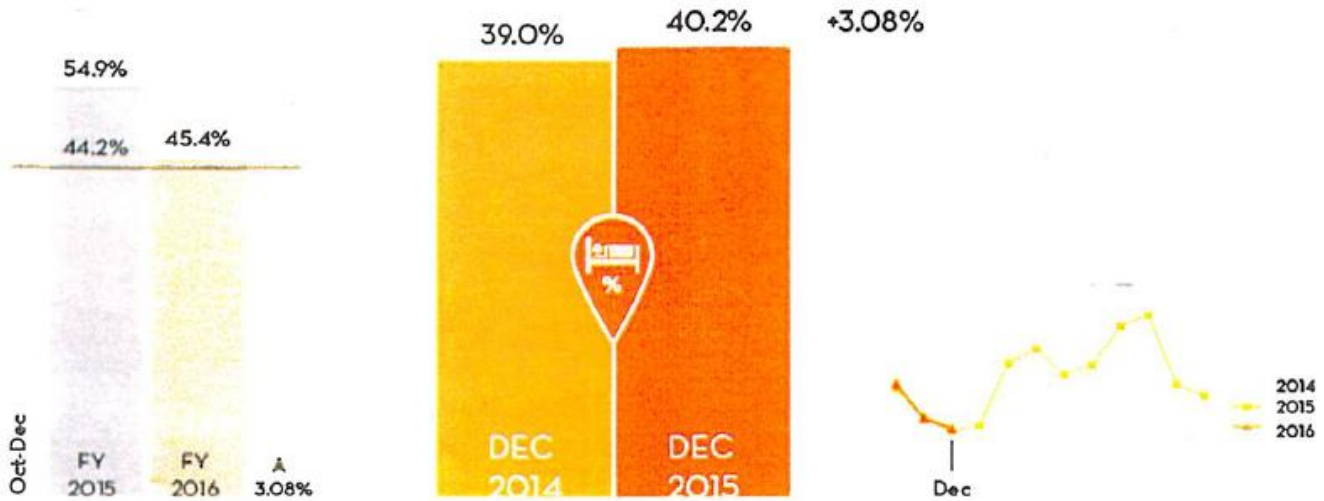
KEY PERFORMANCE INDICATORS
DECEMBER 2015



Occupancy Tax Receipts



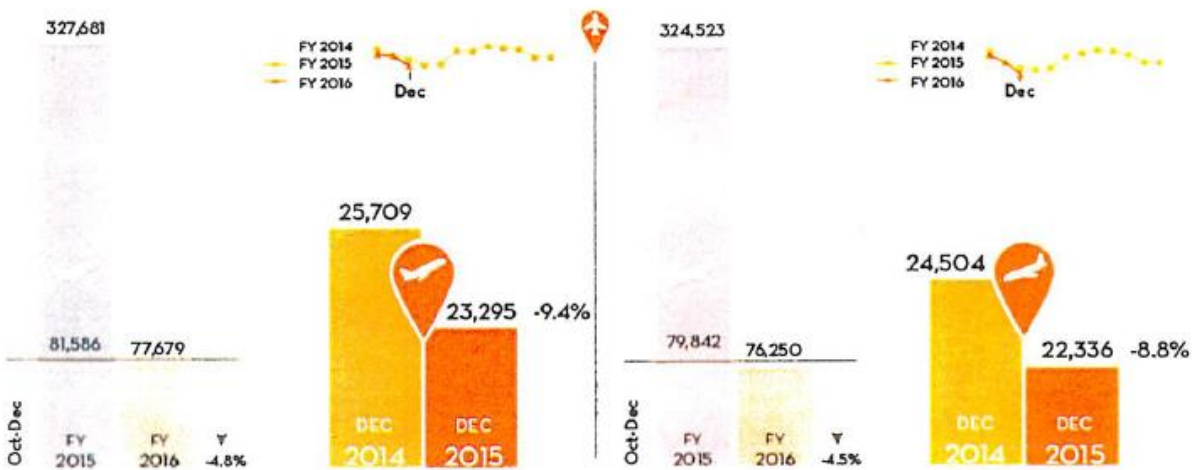
Occupancy Rate Non-Casino



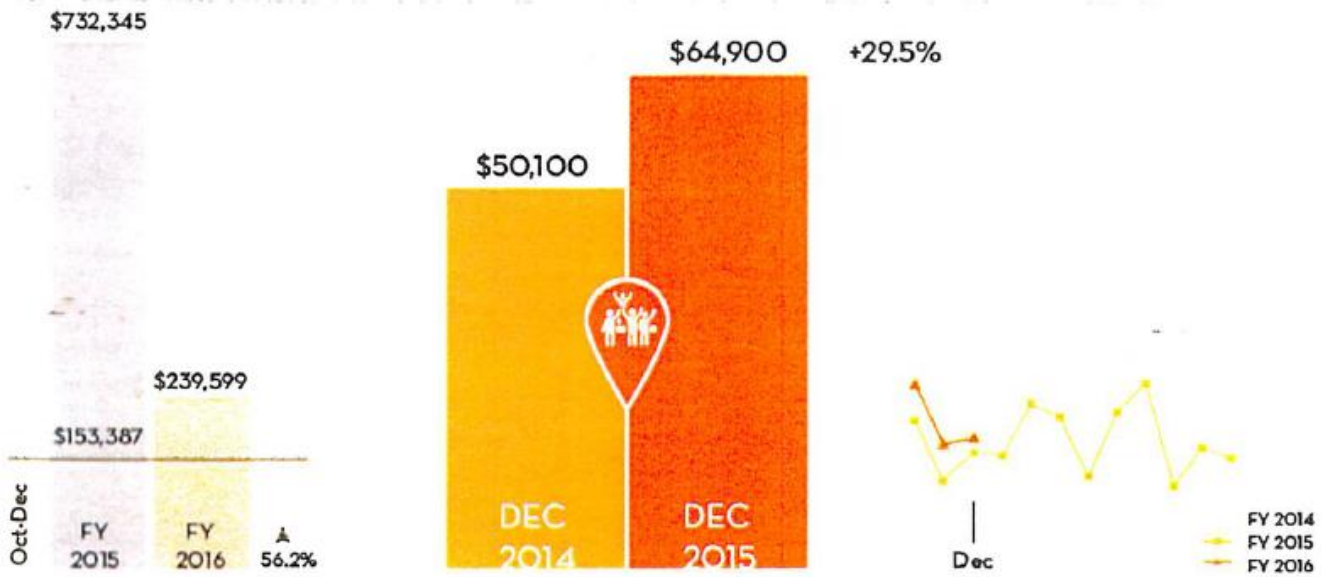
Average Daily Rate Non-Casino



Gulfport-Biloxi International Airport Enplanements — Deplanements



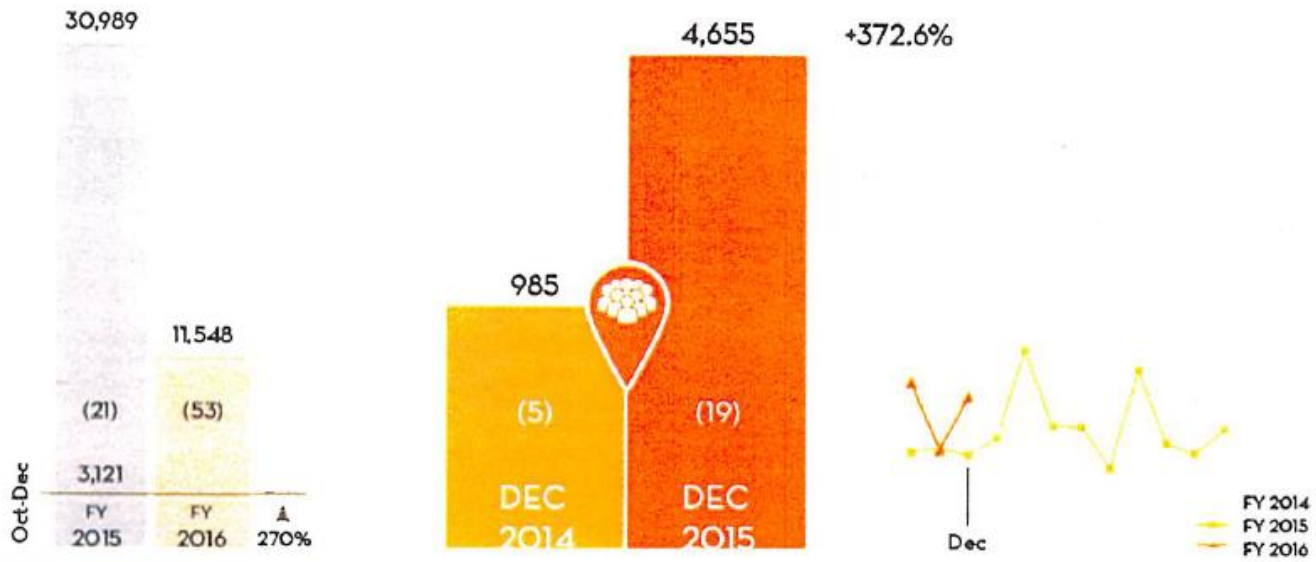
Convention Center Revenue



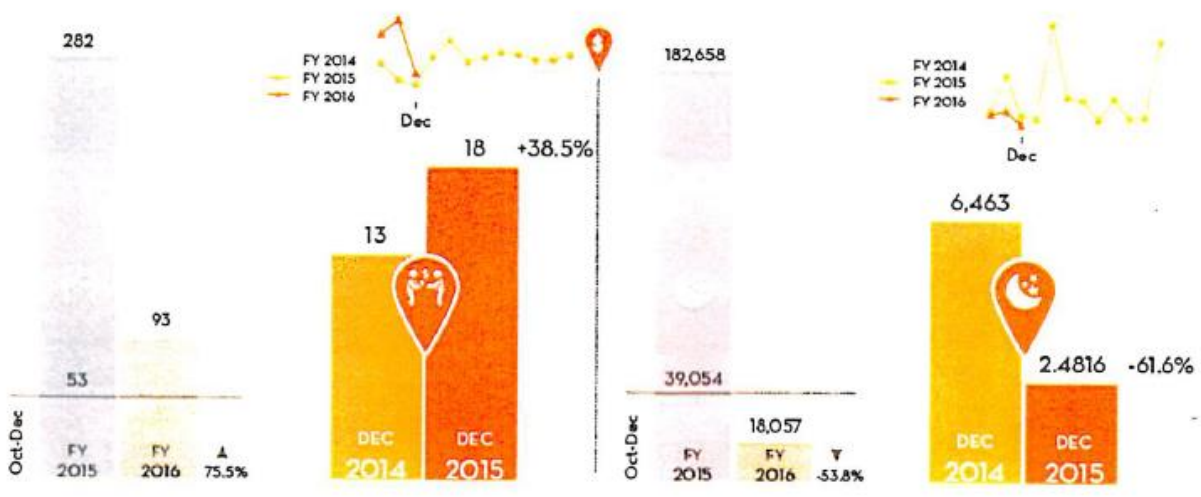


Definite Bookings

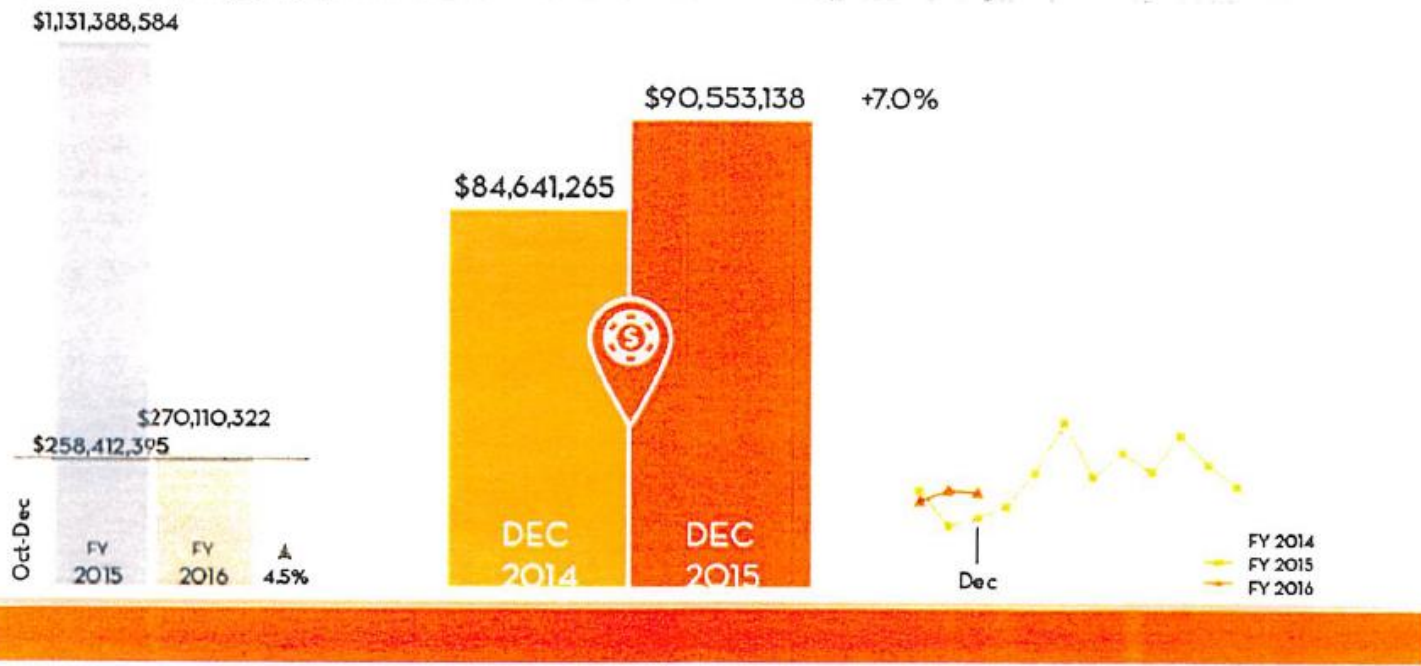
Room Nights/(Groups)



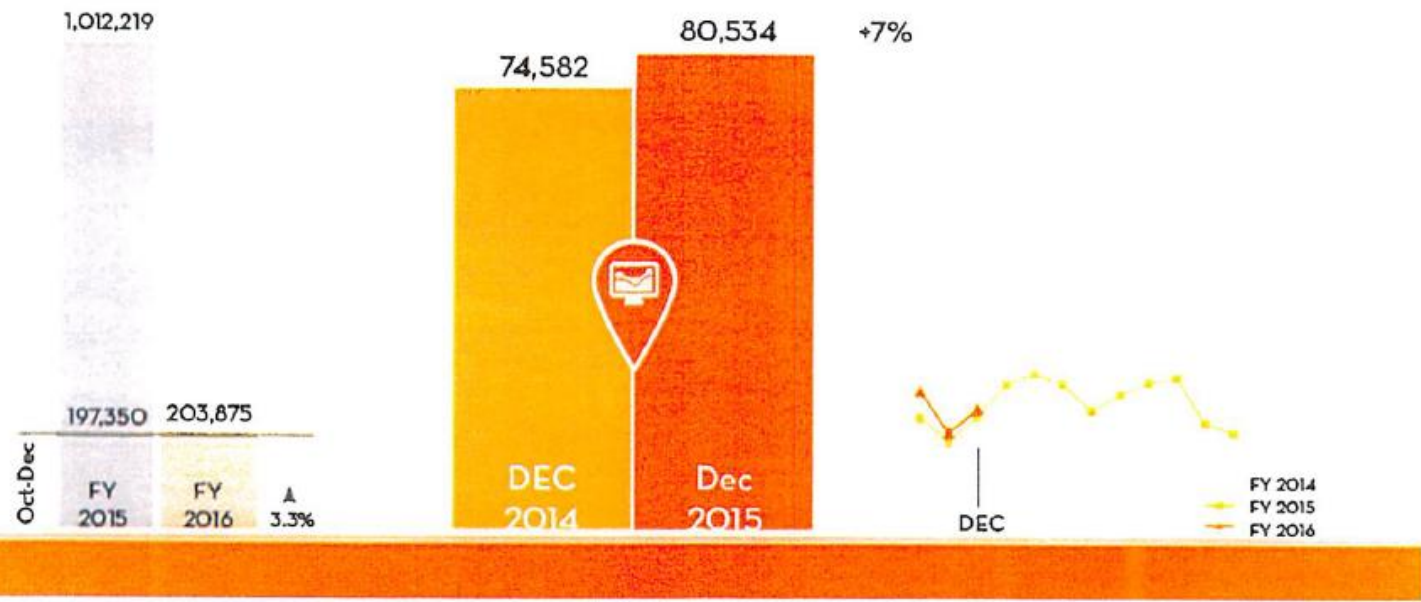
Leads Issued & Potential Room Nights



Gaming Revenue



Google Analytics - Unique Visits

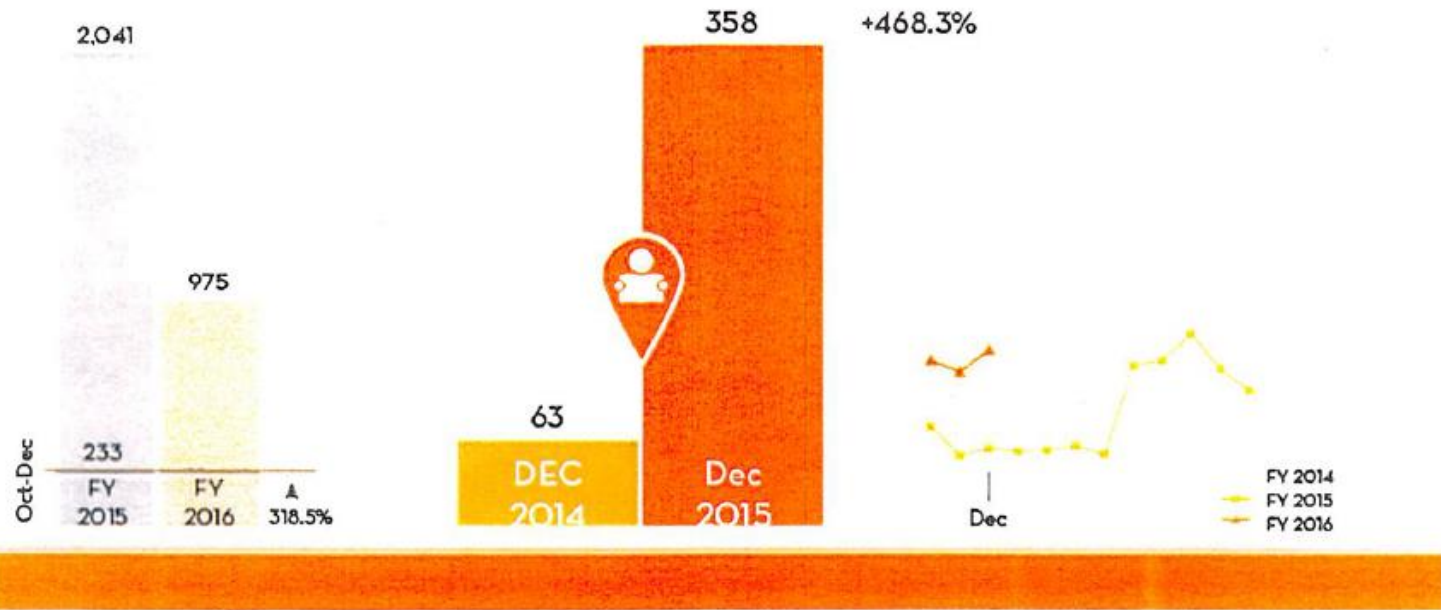




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