

VISIT MISSISSIPPI GULF COAST BOARD

October 26, 2017

OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, October 26, 2017 at 10:00 a.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; Kim Fritz; Mary Spain; Richard Marsh; Rich Westfall

Commissioners Present via Phone: Clay Wagner; LuAnn Pappas

Commissioners Absent: John Carter; Myron Webb; Rusty David

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; Advisory Members Gloria Frey, MS Coast Coliseum & Convention Center and Bill Yockey, Margaritaville & White House; Myrna Green, Hancock County Tourism Development Bureau; Stephen Oberlies, Gulfport-Biloxi Regional Airport Authority; 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 Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

2. Commissioner Chenoweth made the motion to accept the minutes from the September 28, 2017 Visit Mississippi Gulf Coast Board Meeting as presented. Seconded by Commissioner Marsh, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

3. Commissioner Hansen made the motion to accept the minutes from the October 13, 2017 Visit Mississippi Gulf Coast Special-Call Meeting as presented. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

4. President Holmes spoke about the following:

- Recognized and welcomed all Advisory Members and Guests
- Thanked VMGC Staff and Commissioners for a great job on the State of the Tourism Annual Meeting
- Reiterated to Advisory Members and VMGC Staff if they have a comment(s), they are free to speak up during the meetings
- Myrna Green, Hancock County Tourism Development Bureau, updated the Board on events happening in Hancock County

5. Commissioner Fritz made the motion to keep the Visit Mississippi Gulf Coast Monthly Board Meetings on the last Thursday of each month but change the meeting time to 3:00 p.m. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

6. Commissioner Fritz made the motion to approve the Visit Mississippi Gulf Coast Businessowner's Policy through Starr Indemnity & Liability Company with the annual premium amount of \$650.

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

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

7. Commissioner Hansen made the motion to approve the Visit Mississippi Gulf Coast Worker's Compensation Policy through the Hartford Insurance Company with the annual premium amount of \$3,256. Seconded by Commissioner Moon, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- A&E | Commissioner Pappas | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Spain | Voted ---- Yes |
| Commissioner David | Voted ---- A&E | Commissioner Todd | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Wagner | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Webb | Voted ---- A&E |
| 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 October 26, 2017.

8. Commissioner Wagner made the motion to authorize Provision 12 of the Cooperative Agreement between Hancock County and VMGC to be amended to allow for excess expenditures for FY16 and FY17 only to be paid and going forward the accounting be done on a Fiscal Year basis. Seconded by Commissioner Chenoweth, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- A&E | Commissioner Pappas | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Spain | Voted ---- Yes |
| Commissioner David | Voted ---- A&E | Commissioner Todd | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Wagner | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Webb | Voted ---- A&E |
| 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 October 26, 2017.

9. President Holmes (Financial), Janice Jefferson (Sales) and Karen Conner (Marketing) presented the [Key Performance Indicators for September 2017](#). Karen Conner introduced Wiley Anderson, VMGC's new Digital Content Marketing Manager.

10. Commissioner Marsh made the motion to authorize the President to execute an amendment to the Meetingmax- Housing Reservations System Agreement with the "Governing Laws" and "Venue" provisions to reflect Mississippi and Biloxi, Mississippi. Seconded by Commissioner Chenoweth, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- A&E | Commissioner Pappas | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Spain | Voted ---- Yes |
| Commissioner David | Voted ---- A&E | Commissioner Todd | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Wagner | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Webb | Voted ---- A&E |
| 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 October 26, 2017.

11. Commissioner Hansen made the motion to approve a one (1) year extension to the Cooperative Agreement between Gulfport-Biloxi Regional Airport Authority and Visit Mississippi Gulf Coast. Seconded by Commissioner Moon, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- A&E | Commissioner Pappas | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Spain | Voted ---- Yes |
| Commissioner David | Voted ---- A&E | Commissioner Todd | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Wagner | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Webb | Voted ---- A&E |
| 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 October 26, 2017.

It was noted this motion was only to approve the extension of the Cooperative Agreement, not the approval of insurance rates. Rates were not available at this time; however, Stephen Oberlies, with the Gulfport-Biloxi Regional Airport Authority, will stay in touch with President Holmes when these rates are available.

12. Commissioner Westfall made the motion to authorize the Board President to execute the Meltwater News US Agreement in the amount of \$10,000 for one year. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

13. Commissioner Fritz made the motion to authorize the Board President to execute the Mississippi Deferred Compensation Joiner Agreement at no cost to Visit Mississippi Gulf Coast. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

14. Commissioner Fritz made the motion to approve the Financial Statements as of September 30, 2017. Seconded by Commissioner Todd, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

15. Commissioner Marsh made the motion to ratify the check disbursements totaling \$297,493.75.

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

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

16. Commissioner Moon made the motion to ratify the expenses paid by credit card totaling \$19,320.35.

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

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

17. President Holmes advised the Board that any questions he had received regarding the Accounting Policies and Procedures Manual was forwarded to the Audit Firm for their review.

18. Commissioner Westfall made the motion to approve the Fiscal Year 2018 Marketing Goals and Projections as presented. Seconded by Commissioner Spain, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

19. Commissioner Spain made the motion to approve spending up to \$1000 to update videos with gulfcoast.org. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

20. Commissioner Spain made the motion to invite Cynthia Sutton, Ocean Springs Chamber of Commerce, to serve on the VMGC Advisory Board. Seconded by Commissioner Moon; however, after a lengthy discussion, the motion was rescinded.

21. President Holmes is working with Commissioner David on what VMGC committee he would like to serve on.

22. Commissioner Moon made the motion at 11:16 a.m. to enter into Closed Session to discuss the need to enter into Executive Session. Seconded by Commissioner Westfall, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

23. Commissioner Fritz made the motion to come out of Closed Session. Seconded by Commissioner Wittmann, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

24. Commissioner Fritz made the motion to enter into Executive Session to discuss the status of the Executive Search and the job responsibilities that go along with the position. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

25. Commissioner Chenoweth made the motion at 11:38 a.m. 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 ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

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

27. Commissioner Moon made the motion for the Search Committee to continue negotiations with Candidate A based on the discussion that occurred in Executive Session. Seconded by Commissioner Westfall the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

28. Commissioner Fritz made the motion to approve expenditures up to \$5000 to bring Candidate A's family in for Due Diligence. Seconded by Commissioner Moon the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.

29. Reminder

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

30. Commissioner Wittman made the motion to adjourn the meeting. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- A&E	Commissioner Pappas	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner David	Voted ---- A&E	Commissioner Todd	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Wagner	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Webb	Voted ---- A&E
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 October 26, 2017.



Visit Mississippi Gulf Coast

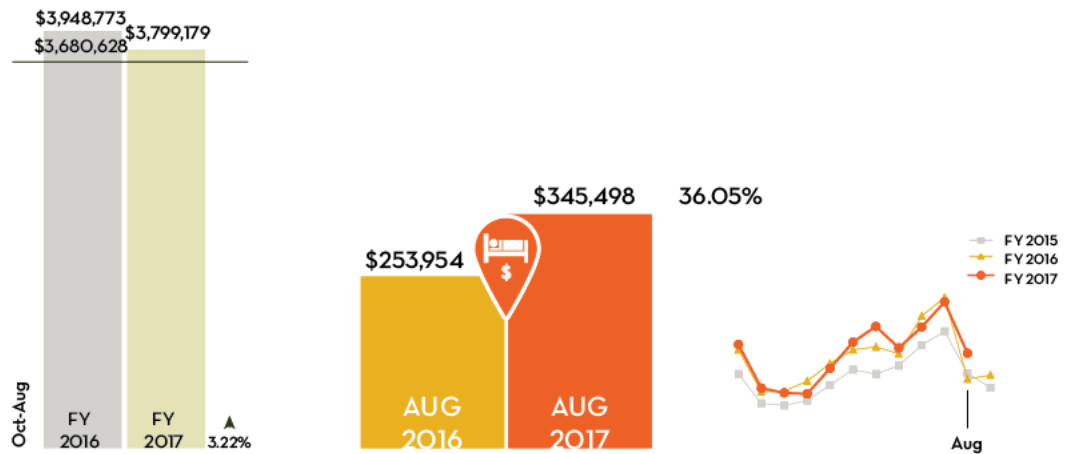
KEY PERFORMANCE INDICATORS

OCTOBER 2017

Occupancy Tax Receipts



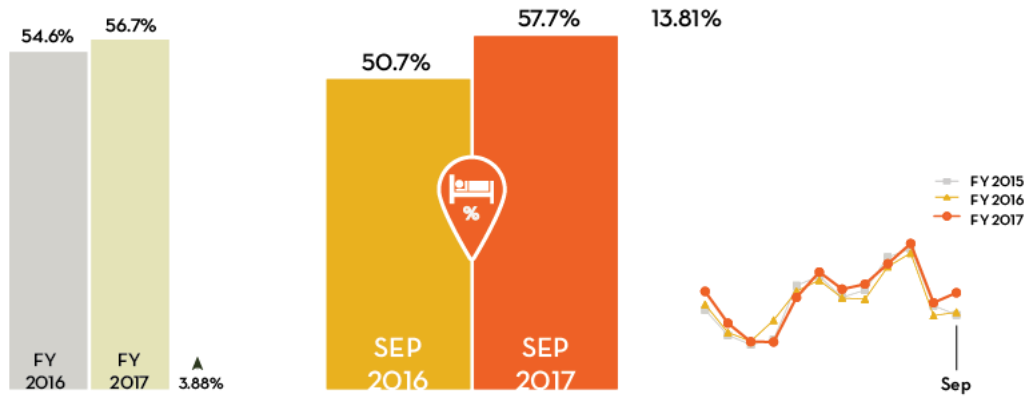
MS Department of Revenue



Non-Casino Occupancy



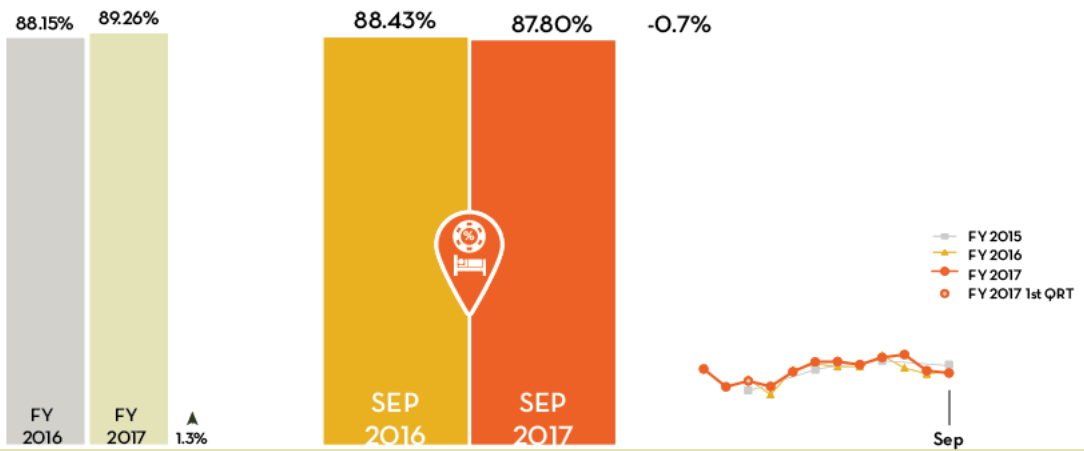
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Casino Occupancy



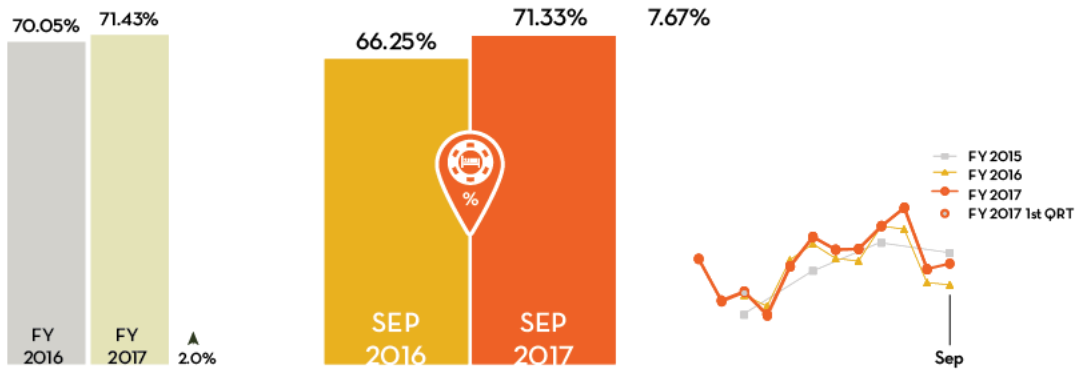
MS Gaming Commission



All Occupancy



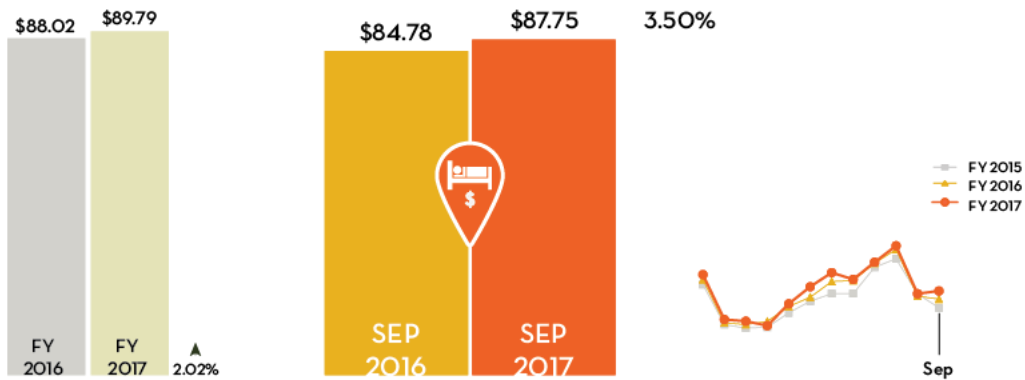
STR & MSGC



Non-Casino ADR



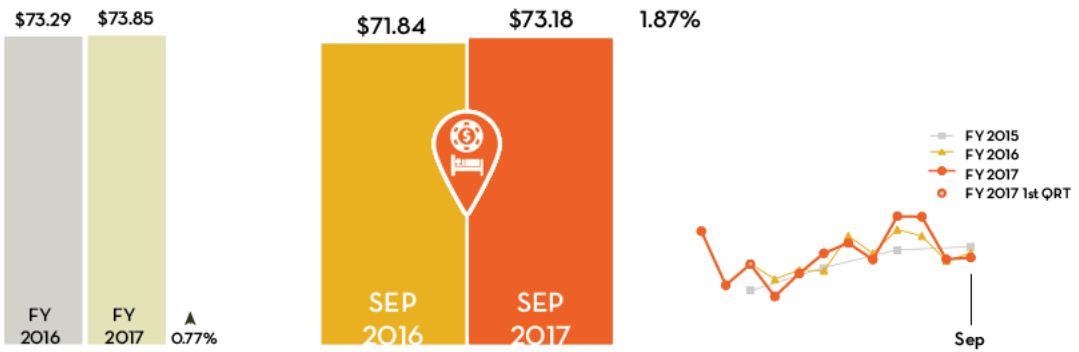
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Casino ADR



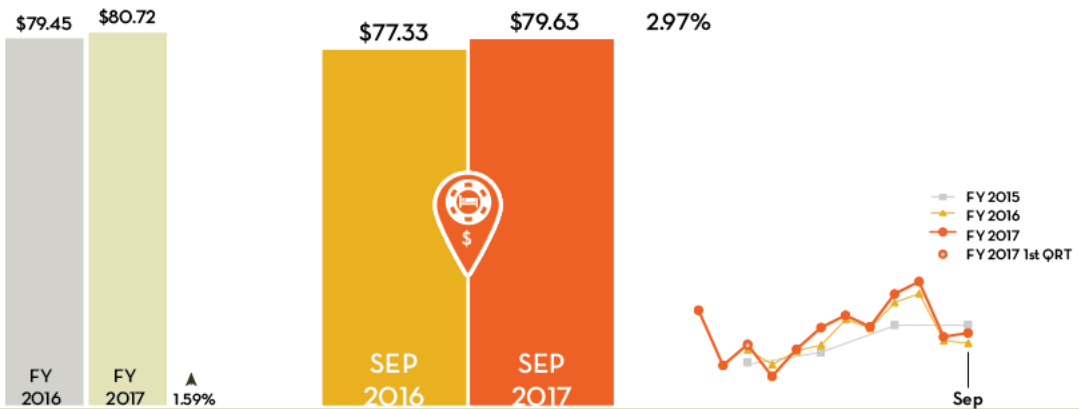
MS Gaming Commission



All ADR



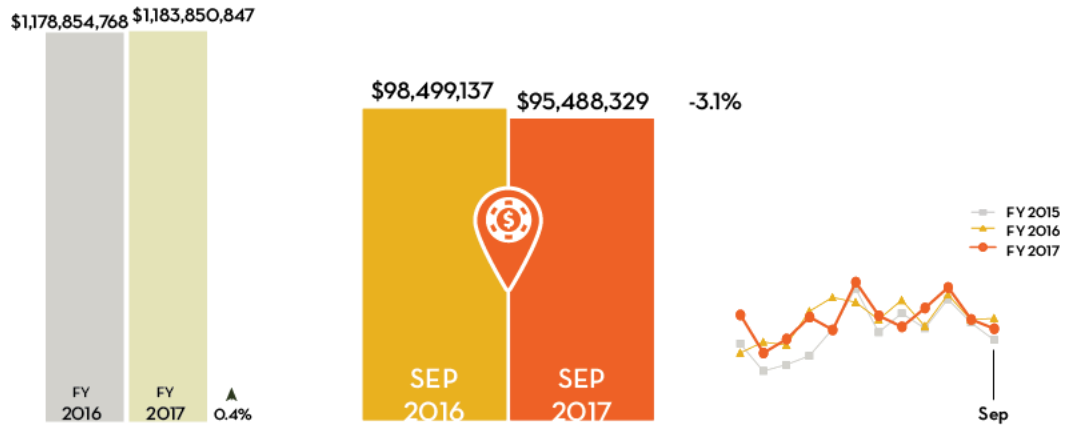
STR & MSGC



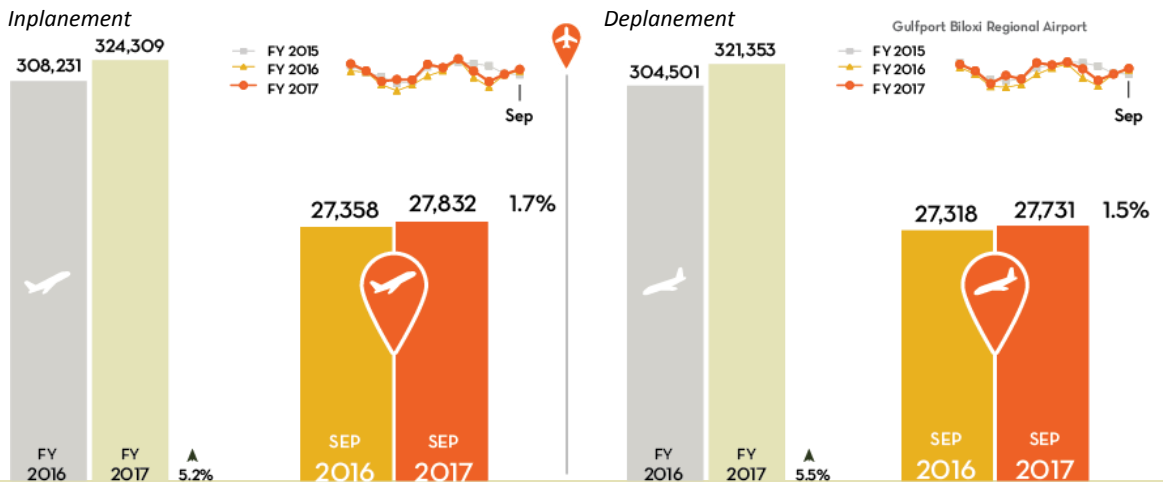
Gaming Revenue



MS Gaming Commission



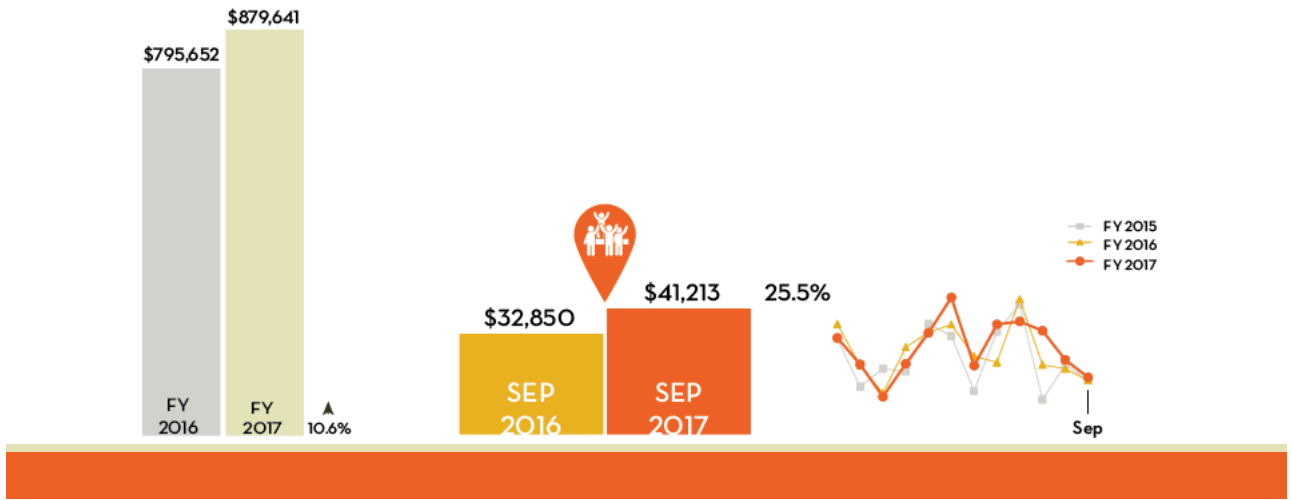
Airport



Convention Center Revenue



MS Coast Coliseum and Convention Center

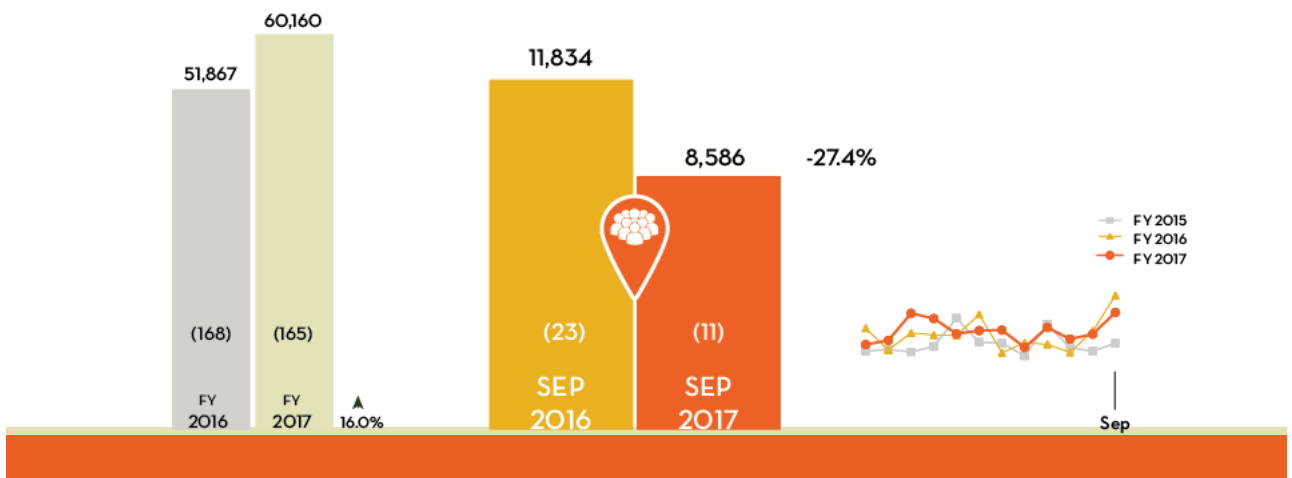


Definite Bookings

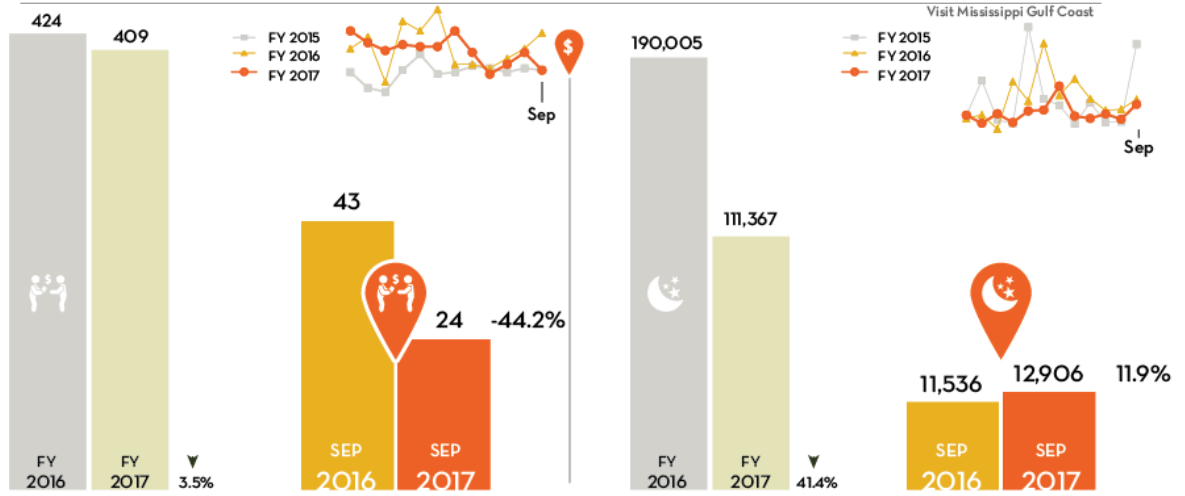


Room Nights/(Groups)

Visit Mississippi Gulf Coast



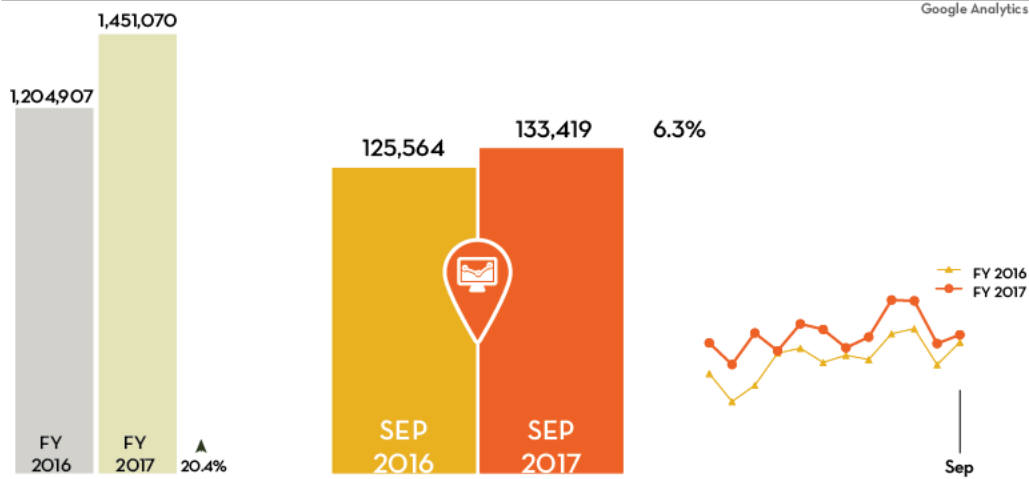
Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



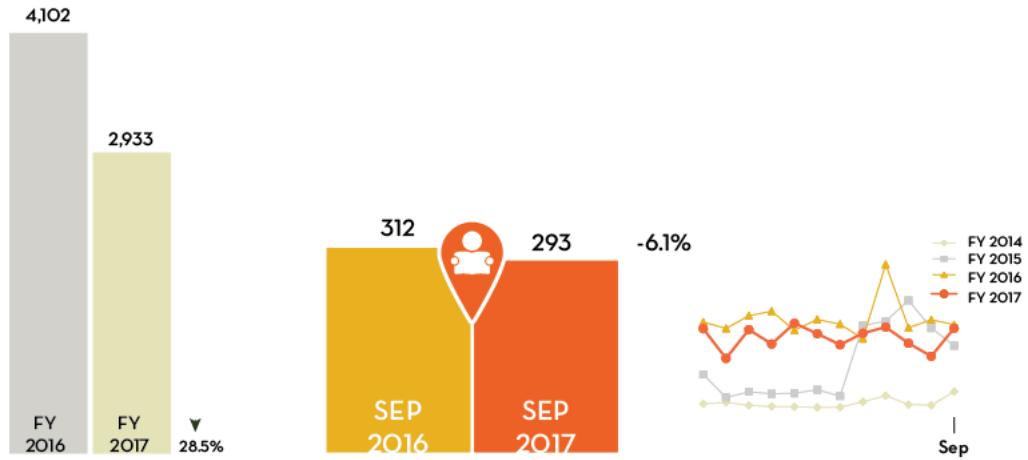
Google Analytics



Number of Articles



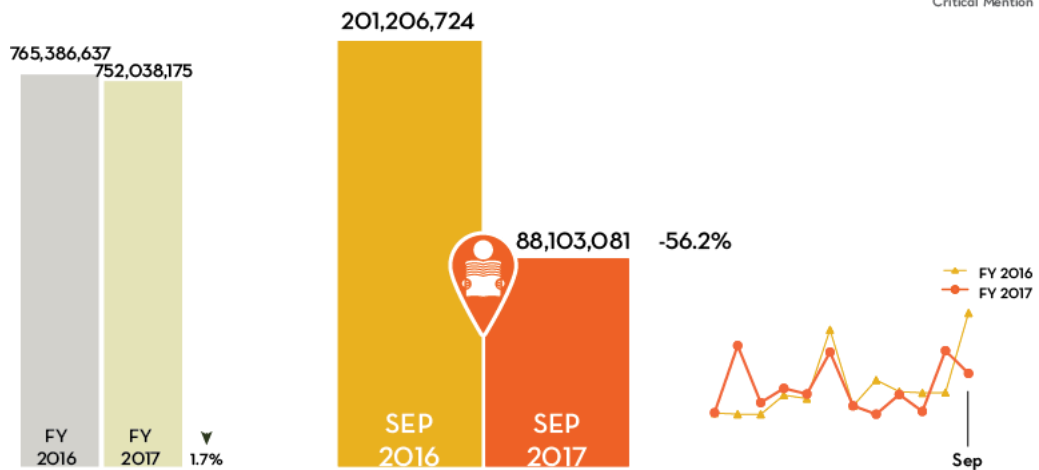
Critical Mention



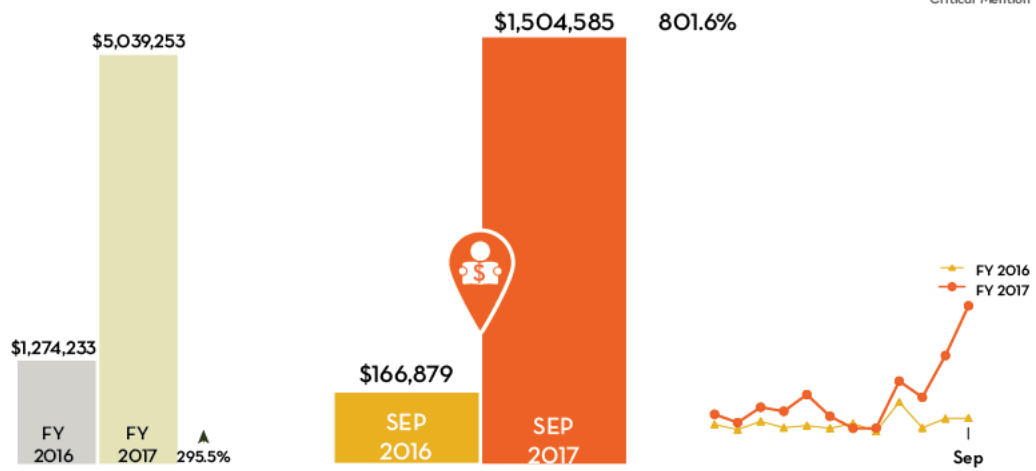
Impressions



Critical Mention



Media Value



USA TODAY
The Mississippi cafe for fresh Gulf seafood on weekdays
Larry Olsheid, Special for USA TODAY | Published at 6:57 AM on 11/21/2017



(Photo: Larry Olsheid, for USA TODAY)

The scene: When going out for seafood, dining on the water, especially on a coast famed for its fishing, is always a good bet. If you want to put the odds of having a great meal with the best-quality fish even more squarely in your favor, it's best to go straight to the source, and Rosetti's Old Biloxi Café hits all these high notes in Mississippi. It is a very casual eatery located within the large retail and distribution headquarters of Quality Poultry &

Southern Living

10 Budget-Friendly Girlfriend Getaways for Fall



Ocean Springs, Mississippi

Kick off vacation with your dearest pals by clinking milkshakes at the delightfully retro *Lovelace Drugstore* and *Soda Fountain*. Then, continue exploring the historic downtown area (*Miner's Doll & Toy Store* is a must-stop for picking up a surprise for the kids back at home), or lounge beachside at the *Gulf Islands National Seashore*. For bigger groups, you may want to consider a beachfront picnic by *Eat Drink Love Catering* (BYOB!). Our favorite venues for counting sheep? *Cottages of Rosetti Park*, where rates as low as \$89 will get you a night's stay, free bike rentals, and an outdoor fireplace and grill. Or check out *Front Beach Cottages* with beautifully decorated homes that are a quick walk to the white sands of Ocean Springs Front Beach; rates start at \$135 per evening (free use of beach cruiser bikes, paddleboards, and kayaks included).

MEDIA COVERAGE

How One Coastal Mississippi City Is Helping Its Texas Neighbor After Harvey



Gulfport, Mississippi is helping the small town of Rockport, Texas in a big way. Together, the City of Gulfport, the Gulfport Police Department, and the Gulfport Fire Department are partnering with Rockport, Texas to provide support for the town. The small coastal community of around 10,600 residents was the point of landfall for Hurricane Harvey—and many homes were destroyed or severely damaged.

Gulf Coast

The Mississippi Gulf Coast is a blend of charming oak-lined streets and luxury casino resorts. The area features 26 miles of beaches, barrier islands and waterways ideal for water sports.

Hotel rooms: 15,000

Major facilities: Gulfport Sportsplex covers 250 acres and includes nine terraced ball fields with hybrid sand-based turf and four international-size soccer fields. American Star Field at MGM Park is a 6,000-plus-seat Minor League ballpark. Ocean Springs Sports Complex consists of four softball fields, five baseball fields, four soccer fields and two football fields. A.J. Holloway Sports Complex is a 68-acre site featuring three soccer fields, four softball fields, an adult baseball field, Little League fields and eight tennis courts.

Convention center: The Mississippi Coast Coliseum & Convention Center offers more than 400,000 square feet of space. Past events include the National Veterans Golden Age Games, the Mississippi Gulf Coast Open and the Mississippi State



MUST SEE:

Ship Island

The Mississippi Gulf Coast features Ship Island, part of the Gulf Islands National Seashore. A public ferry transports visitors to enjoy the pristine and protected beaches. While there, be sure to take a tour of Fort Massachusetts, which was built following the War of 1812 and was used until 1903.

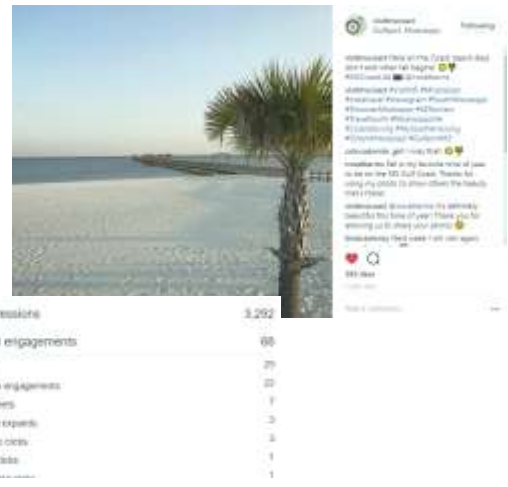
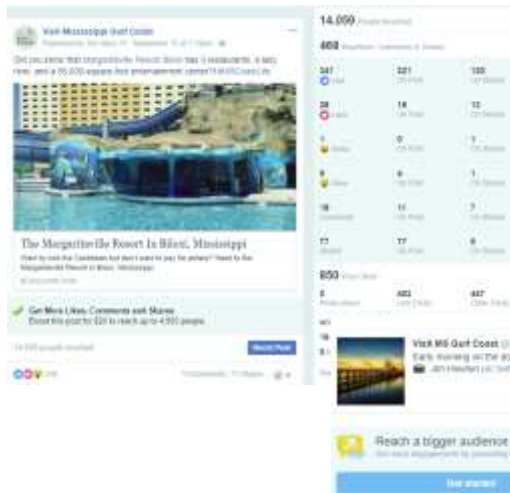
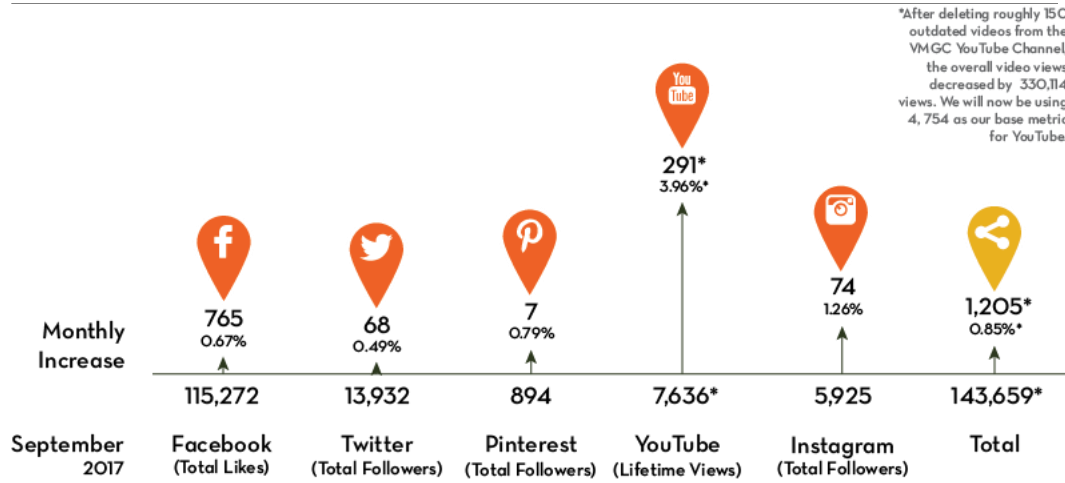
MEDIA COVERAGE

11/22/2017

VISIT MISSISSIPPI GULF COAST

1

Social Media Metrics



SOCIAL MEDIA

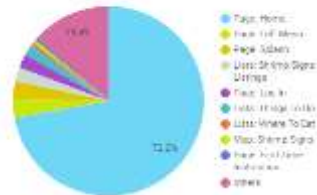


MY GULF COAST METRICS

SEPTEMBER

Total Users	2,640
New users	232
Sessions	11,665
Sessions per user	13.8
Avg. session duration	00:00:53
New iOS users	137 (59.1%)
New Android users	95 (40.9%)

Most Popular Screens
100% Sessions by Screen Name



Geographic Usage
Sessions by Country

