

VISIT MISSISSIPPI GULF COAST BOARD
May 18, 2017
OFFICIAL MINUTES

The Visit Mississippi Gulf Coast Board met Thursday, May 18, 2017 at 10:00 a.m. at its office located at 2350 Beach Blvd, Suite A, Biloxi, Mississippi.

Commissioners Present: Clay Wagner, President (1); Duncan McKenzie, Treasurer (3); Bill Holmes; Dan Wittman; Danny Hansen (2); John Carter (3); Kim Fritz (1); LuAnn Pappas (3); Mary Spain; Nikki Moon; Richard Chenoweth; Richard Marsh; Rich Westfall (1)

Commissioners Present Via Phone: Carla Todd, Secretary (2); Myron Webb (2)

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

Others Present: Hugh Keating, Legal Counsel; Advisory Members: Gloria Frey, Mississippi Coast Coliseum and Convention Center, Sonja Gillis, Lynn Meadows Discovery Center and Donna Brown, Gulf Hills Hotel; Mary Perez, Sun Herald; Keith Wilson, Biloxi-D'Iberville Press; Dave Elliott, WLOX; Bobby Allen, WLOX

President Wagner called the meeting to Order.

1. Commissioner Hansen 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 Moon	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McKenzie	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 May 18, 2017.

2. April 2017 meeting minutes were overlooked. Will be voted on at June meeting.

3. Commissioner Chenoweth made the motion to accept the minutes from the May 8, 2017 Special-Called meeting with the addition of the newly appointed Commissioners- Mary Spain and David Wittman. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McKenzie	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 May 18, 2017.

4. President Wagner recognized and welcomed all Advisory Members and Guests.

5. Renée Areng, Executive Director, reported on the following items:
- Key Performance Indicators- April 2017 (attached)
 - Current Activities
 - Bicentennial Tribute to Hancock County Invitation- given to all Commissioners
 - Updated FY2017 VMGC Playbook- Given to all Commissioners
6. Auditor recommended consolidating budget. Board has requested clarification from the audit firm as to this recommendation. Information will be presented at the June meeting.
7. Commissioner Pappas made the motion to have the Marketing Committee bring a recommendation to the Full Board amending the budget to include the most recent BP Grant in the amount of \$100,000. Seconded by Commissioner Carter, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Spain | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Todd | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner Marsh | Voted ---- Yes | Commissioner Westfall | Voted ---- Yes |
| Commissioner McKenzie | 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 May 18, 2017.
8. Commissioner Moon made the motion to approve the Financial Statements as of April 30, 2017. Seconded by Commissioner Hansen, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Spain | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Todd | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner Marsh | Voted ---- Yes | Commissioner Westfall | Voted ---- Yes |
| Commissioner McKenzie | 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 May 18, 2017.
9. Commissioner Marsh made the motion to approve the check disbursements totaling \$378,023.21. Seconded by Commissioner Westfall, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Spain | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Todd | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner Marsh | Voted ---- Yes | Commissioner Westfall | Voted ---- Yes |
| Commissioner McKenzie | 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 May 18, 2017.
10. Commissioner Hansen made the motion to approve the expenses paid by credit card totaling \$17,915.21. Seconded by Commissioner Chenoweth, the president called the question, with the following results:
- | | | | |
|------------------------|----------------|-----------------------|----------------|
| Commissioner Carter | Voted ---- Yes | Commissioner Moon | Voted ---- Yes |
| Commissioner Chenoweth | Voted ---- Yes | Commissioner Pappas | Voted ---- Yes |
| Commissioner Fritz | Voted ---- Yes | Commissioner Spain | Voted ---- Yes |
| Commissioner Hansen | Voted ---- Yes | Commissioner Todd | Voted ---- Yes |
| Commissioner Holmes | Voted ---- Yes | Commissioner Webb | Voted ---- Yes |
| Commissioner Marsh | Voted ---- Yes | Commissioner Westfall | Voted ---- Yes |
| Commissioner McKenzie | 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 May 18, 2017.

11. Commissioner Marsh made the motion to approve the nomination of Commissioner Holmes to fill the Vice-President position that was vacated by Commissioner Harrison. Seconded by Commissioner Moon, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McKenzie	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 May 18, 2017.

12. Commissioner Carter made the motion to accept the Nomination of officers for FY2018 from the Nomination Committee as listed below:

President – Bill Holmes
 Vice President – Duncan McKenzie
 Treasurer – Richard Chenoweth
 Secretary – Danny Hansen

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

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McKenzie	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 May 18, 2017.

13. Commissioner Moon made the motion to enter into Closed Session to discuss the need to enter into Executive Session. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McKenzie	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 May 18, 2017.

14. Commissioner Chenoweth made the motion to enter into Executive Session to discuss personnel matters. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McKenzie	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 May 18, 2017.

15. Commissioner Moon made the motion to reconvene from Executive Session. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McKenzie	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 May 18, 2017.

16. Commissioner Moon made the motion to reconvene from Executive Session. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- Yes
Commissioner Chenoweth	Voted ---- Yes	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- Yes
Commissioner McKenzie	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 May 18, 2017.

17. Commissioner Pappas made the motion to extend Renée Areng's contract until the end of this fiscal year, September 30, 2017, and authorize Legal Counsel to draft an amendment to include discussion points that were made in Executive Session. Seconded by Commissioner Carter, the president called the question, with the following results:

Commissioner Carter	Voted ---- Yes	Commissioner Moon	Voted ---- No
Commissioner Chenoweth	Voted ---- No	Commissioner Pappas	Voted ---- Yes
Commissioner Fritz	Voted ---- Yes	Commissioner Spain	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Todd	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Webb	Voted ---- Yes
Commissioner Marsh	Voted ---- Yes	Commissioner Westfall	Voted ---- No
Commissioner McKenzie	Voted ---- Yes	Commissioner Wittman	Voted ---- Yes
		Commissioner Wagner	Voted ---- No

The motion having been duly made, seconded, and a favorable vote received from the Board, the president declared the motion adopted May 18, 2017.

18. Reminder

- VMGC Monthly Board Meeting- June
Thursday, June 29, 2017 10:00am - 11:30am VMGC Board Room

19. President Wagner adjourned meeting.



Visit Mississippi Gulf Coast

KEY PERFORMANCE INDICATORS

APRIL 2017

2016 Year end



- 6.2 Million Visitors on 2016 - up 8% over 2015; goal of 7 million by 2020
- Leisure and Hospitality Jobs - 30,300 - up from 2012 by 2,410 jobs
- \$1.99 Billion spent by visitors - up 10% over 2015
- \$81 million in tourism capital improvement in FY 2016
- 14,633 Total hotel rooms with 1,500 in the pipeline to exceed pre-Katrina 16,092
- 8% increase in non-casino hotel revenue 2016 over 2015
- 6% increase in room inventory in 2016
- Overall gaming revenue up more than 5% in 2016

Sources: Mississippi Development Authority, Mississippi Gaming Commission, STR

Occupancy Tax Receipts



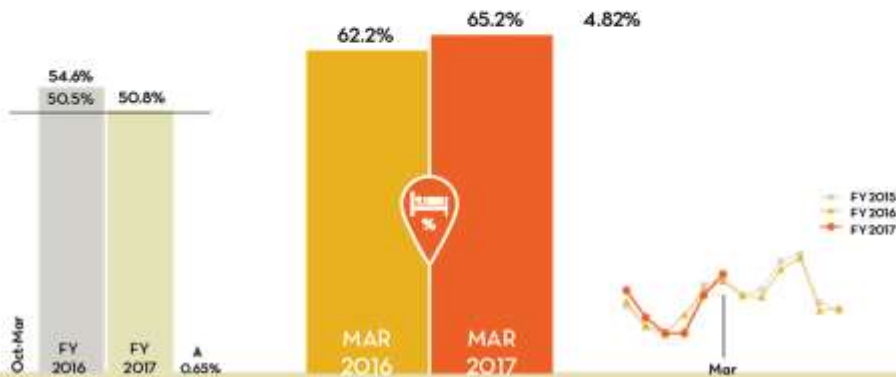
MS Department of Revenue



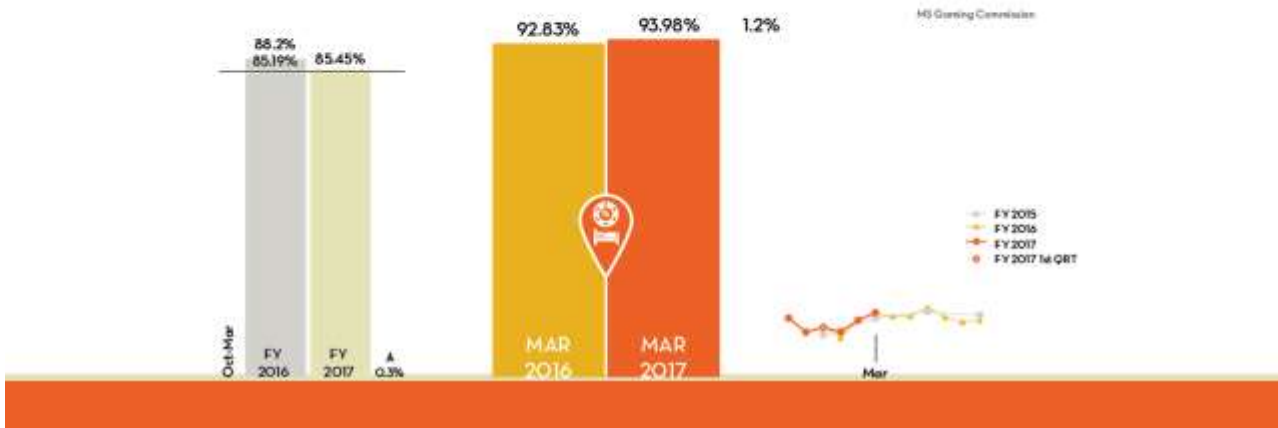
Occupancy Rate Non-Casino



379



Occupancy Rate Casino



Occupancy Rate All



Average Daily Rate Non-Casino



STR



Average Daily Rate Casino



MS Gaming Commission



Average Daily Rate

All



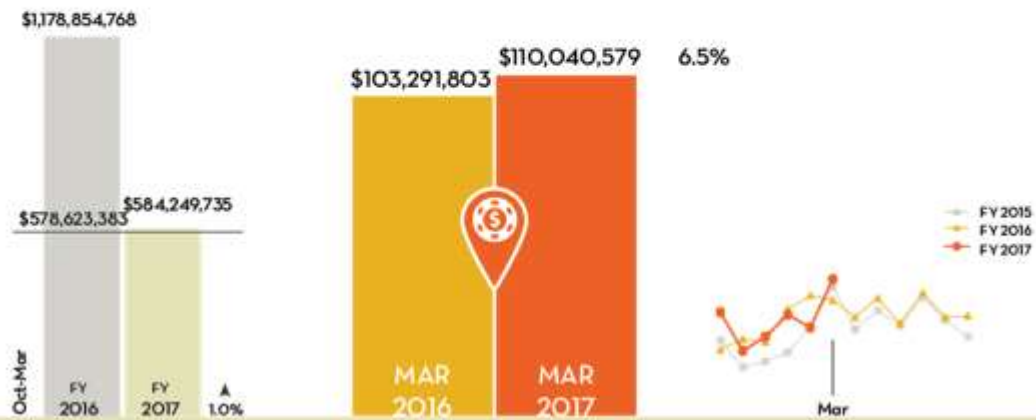
BTR & HSOC



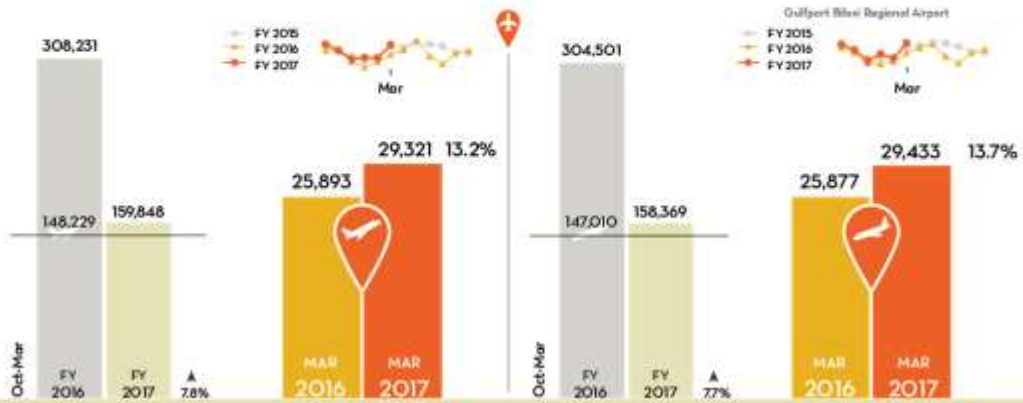
Gaming Revenue



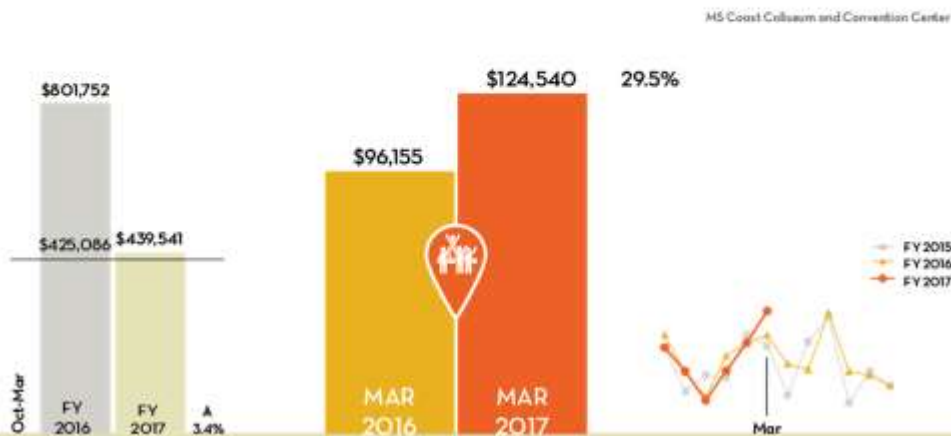
MS Gaming Commission



Gulfport-Biloxi International Airport Enplanements — Deplanements



Convention Center Revenue





Definite Bookings



Leads Issued & Potential Room Nights



Google Analytics - Unique Visits



Google Analytics



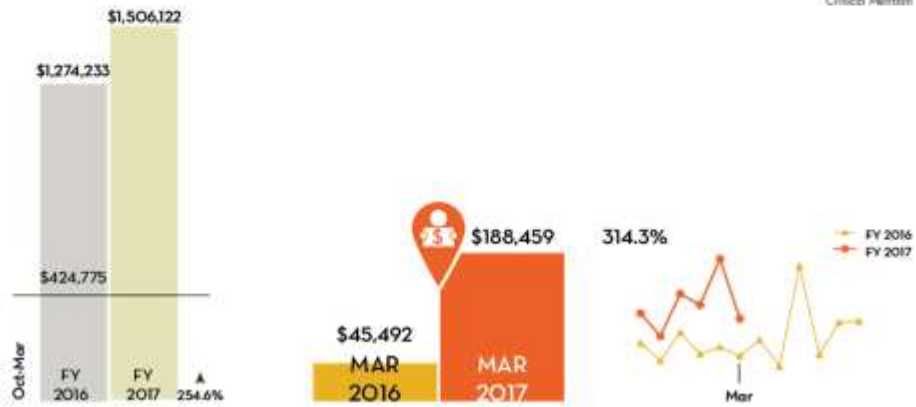
Number of Articles



Critical Mention



Media Value



Impressions





Social Media Metrics



THE HUFFINGTON POST

8 U.S. Solo Travel Destinations You Probably Haven't Thought Of

02000007 02:04 pm ET | Modified Mar 23, 2017

Bay St. Louis, Mississippi

If an unexpected seaside escape is your cup of tea, consider [Bay St. Louis](#). Once ravaged by Katrina, this resilient town on the water has seriously artsy vibes. Boutique-hop through Old Town (quirky [Smith & Lens](#) gallery and [The French Potager](#) are musts) and then Vinyasa-flow your way through your #NewYearsGoals at [Treshouse Yoga](#), followed by a visit to [Mockinbird Cafe](#) for a cup of near-perfect coffee. If you can swing it, treat yourself to a restorative day at [Spa at the Bay](#) in Hollywood Casino Gulf Coast.

USA TODAY

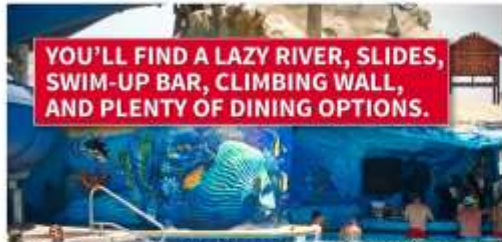
Made in Mississippi: Flavors only found on the Gulf Coast

Arac Rodriguez-Arena, Special for USA TODAY | Published 6:00 am ET March 21, 2017 | Updated 5:28 pm ET March 21, 2017



MEDIA COVERAGE

Photo: iStockphoto.com / 17 Photos via Shutterstock.com/Brian Stapp



7 Things You're Missing In Biloxi, Mississippi

The charming town of Biloxi has lots to offer those who'd like to take a little trip to the Gulf Coast. With gorgeous scenic views, a fantastic art museum, and some of the best seafood around - you'll want to stop and stay awhile. After Hurricane Katrina, a lot of rebuilding has been done in the area. But, the activities and sights in Biloxi are back and better than ever. Families can go out on shrimping expeditions, tap into their Jimmy Buffett side (doesn't that sound nice!), and even cook their catch at local restaurants like Shaggy's and Morton's.

TRAVEL

13 AMAZING AMERICAN BEACH TOWNS YOU CAN ACTUALLY AFFORD TO LIVE IN

By HATT MELTZER
Published 04/03/2017
@hattermel



1. Gallopert, Mississippi

Median home price: \$117,300

Don't sleep on Mississippi's second-largest city -- one of America's most underappreciated that happens to be a great place to live. Its once-down-trodden Downtown has come back to life as young residents have moved back and brought with them a new energy, weekend block parties, and one of the state's best breweries in Chandeleur. Last summer the city opened an alley in the model of Cleveland's E 4th St, closed to traffic and lined with bars and restaurants for people to enjoy the coastal sunshine as they sip. When it's time to check out Biloxi, the 27 miles of unobstructed beachfront along the way make for one of the most scenic drives in America.

MEDIA COVERAGE

4/26/2017

VISIT MISSISSIPPI GULF COAST

21

Coast Champions



28 Trainings with 613 graduates!

