

MINUTES OF THE HATTIESBURG TOURISM COMMISSION BOARD MEMBERS & MANAGEMENT

Minutes of a regularly scheduled meeting of the Board Members of the Hattiesburg Tourism Commission of the City of Hattiesburg, Mississippi, held at the Lake Terrace Convention Center on:

August 24, 2016

Be it remembered that on the 24th day of August, the Board Members of the Hattiesburg Tourism Commission met in a regular meeting at the Lake Terrace Convention Center, being a place fixed by law for such meetings. The meeting was called to order at **11:39 a.m.** by Marshall Bell, Chairman of the Hattiesburg Tourism Commission. The following Members of the Board were found to be present:

PRESENT

Shelia Varnado
Cathie Price
Frank James
Marshall Bell
Bonnie Warren

ABSENT

Anthony Harris

ALSO PRESENT

Richard Taylor, Management
Bud Kirkpatrick, HCC Liaison
Danielle Herrington, Administration
Matthew Godfrey, Sales and Marketing Department
Jennifer Parsons, Miss Hospitality Coordinator
Fred Varnado, Leaders & Shakers

Minutes from Previous Board Meetings

Upon motion made by Sheila Varnado, duly seconded by Bonnie Warren and after a full discussion, there was a unanimous favorable vote of the Board to approve the Minutes of the previous meeting.

Financial Report

Rick Taylor presented a discussion of the FYE 2016 lodging tax receipts and presented the financial reports, including the current Claims Docket and budget. He reported that the year-to-date lodging tax revenue was running 3.4% above the same period of the prior year. Upon motion made by Cathie Price and duly seconded by Bonnie Warren, and after a full discussion, there was a unanimous favorable vote to approve the Claims Docket and Financial Reports as given.

Old Business

Jennifer Parsons informed the Board that the Miss Hospitality Pageant had another successful year. The Pageant was held at the Saenger Theater on July 22-23rd. Jennifer added the 2016 winner from Starkville, Mary Elizabeth

Stringer, is very excited to be the new Miss Hospitality, and she will soon have her picture taken in the Downtown Hattiesburg area that will be displayed in Welcome Centers. A suggestion was made to have the picture of Miss Hospitality along with pageant information on rack cards that can be displayed in the Welcome Centers as well. This is something Jennifer Parsons and Matthew Godfrey will begin to work on.

Matthew Godfrey updated the Board on the status of the Downtown Light pole Banner Project. The Board was very pleased with Matthew's work and how it will showcase the variety of businesses in the Hattiesburg area.

New Business

Rick Taylor presented the FYE 2017 Budget Proposal for review and approval for the Board. He noted small changes over the prior year, including an increase in the allocation for Zoo or Civic Special Attraction projects and an increase in marketing, especially internet marketing. He noted the changes in the Logo Shop Sales and Resale Items categories as all Gift Shop inventory was purchased earlier in the year by the Hattiesburg Convention Commission. He noted that all other areas should remain constant. After a full discussion, the motion was made by Sheila Varnado, duly seconded by Frank James, and with unanimous favorable vote of the Board the new budget was approved as presented.

Upon motion made by Cathie Price, duly seconded by Bonnie Warren, and after a full discussion, there was a unanimous favorable vote of the Board to elect the following slate of officers:

Frank James - Chairman
Sheila Varnado - Vice-Chair
Anthony Harris - Secretary/ Treasurer

Upon motion made by Marshall Bell, duly seconded by Cathie Price, and after a full discussion, there was a unanimous favorable vote of the Board to consider calling an Executive Session. Upon motion made by Sheila Varnado, duly seconded by Cathie Price, and after a full discussion, there was a unanimous favorable vote of the Board to convene into an Executive Session.

Upon motion by Marshall Bell, duly seconded by Cathie Price, there was a unanimous favorable vote to exit the Executive Session. No business was taken during the Executive Session and the regular session was resumed.

With no other activities to report, upon a motion made by Frank James and duly seconded by Cathie Price, and with unanimous approval of the members present, the meeting of the Hattiesburg Tourism Commission was adjourned.

Hattiesburg Tourism Commission

Marshall Bell, Board Chair

Attested:

Richard Taylor, Executive Director