

MISSISSIPPI GULF COAST REGIONAL CONVENTION & VISITORS BUREAU  
OFFICIAL MINUTES  
FEBRUARY 3, 2014

The MS Gulf Coast Regional Convention & Visitors Bureau Commissioners met Monday, February 3, 2014 at 1:30 p.m., at 2350 Beach Blvd, Suite A, Biloxi, MS 39531.

Commissioners Present: Duncan McKenzie, president; Kim Fritz, vice president; Jimmie Ladner, treasurer; Rich Westfall, secretary; Richard Chenoweth; Rip Daniels; Jeff Descher; Danny Hansen; Chett Harrison; Bill Holmes; Jerry Levens (late arrival); George Schloegel; CeCe Shabazz; Carla Todd; Clay Wagner, present via telephone

HCTC Staff Members Present: Crystal Johnson, acting manager; Torye Hurst, director, sports marketing; Traci Dauro; Gaye Goodwin, director, finance; Janice Jones, Internet/e marketing manager

Others Present: Hugh Keating, legal counsel; Linda Hornsby, MS Hotel & Lodging Assn; Janice Jefferson, MS Coast Coliseum; Rhonda Roberts, Attractions Assn; Clay Williams, Gulfport-Biloxi Airport Authority; Russ Bloom, MGC Golf Assn; Marcia Crawford, HC Development Commission; Dustin Gontarski, Compass Media; Bridgette Varone, MS Hospitality & Rest Assn; Mary Perez, Sun Herald

Commissioner McKenzie called the meeting to Order.

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

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

2. Commissioner Descher made the motion to approve the minutes as presented from the December 17, 2013 meetings. Seconded by Commissioner Levens, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

3. Linda Hornsby, MS Hotel & Lodging Assn reported on the December 2013 room occupancy report.
4. Crystal Johnson, Acting Manager reported on the following items:

- **Highlights:**

AGJ has recommended that we extend our service warranty for our computer server which will cost \$1,446.00 for two years and purchase two additional hard drives for the current server at a \$876.00 cost – total cost for this is \$2,336.00 (including shipping). We originally budgeted for a

new server (\$7,000.00). AGJ recommending adding the hard drives, a new server is not needed. This will save over \$4,000.00 and it will increase our computers speed.

- We received the final \$100,000.00 check from the BP Grant from last year. We also received the agreement for the BP Grant for this year – I'm still waiting to hear back from Nick Gagliano regarding the Schedule that was sent with this year's agreement – it is the same deliverables as last year and not the new items we submitted back in November.
- We have received several emails about upcoming Chamber events – we put together a spreadsheet of upcoming events along the three Coastal counties – Total cost to attend (with reserved tables) would be \$2,950.00 which would come out of the Marketing Promotions line item.
- We did have a table at the MS Tourism Association Legislative Luncheon on 1/15/14 where Richard Chenoweth, Annette Rand and I attended – we had 6 legislators sit with us – Senator Tommy Gollott, Senator Sean Tindell, Representative David Baria, Representative Sonya Williams Barnes, Representative Carolyn Crawford and Representative Greg Haney.

### **Sales Departments Production Report – December 2013**

#### **A. Convention Sales: (Please review full reports) December 2013**

**Convention Sales Leads generated:** Six (6)/YTD – 25; 1,500 delegates/YTD - 7,328; 2,880 room nights /YTD – 9,170; Estimated economic impact \$1,125,000.00; \*\*Four were Convention Center Leads

**Bookings/Definite:** Two (2)/YTD – 6; 125 delegates/YTD – 505; 320 room nights/YTD – 1,049; Estimated economic impact \$93,750.00

**Lost Business Report: (See full report):** One (1)/YTD - 9

**MGC Conventions/Groups Serviced: (See full report):** Groups – 3/YTD – 17; Delegates – 550/ YTD – 5,750; Economic Impact - \$412,500.00; CVB Cost to service - \$212.50

**Group/Leisure Travel:** @ \$200. Per room night (See full report)

**Leads:** One (1)/YTD – 11; Passengers – 108/YTD – 681; Room nights – 54/YTD – 609; Estimated economic Impact- \$54,000.00

**Definite Bookings:** @200. Per person 2.5 nights: One (1)/YTD- 5; Passengers – 52/YTD- 190; Room nights – 81/YTD- 218; Estimated impact - \$26,000.00

#### **B. Sports Sales and Marketing: (See full report) December 2013**

**Leads:** Two (2)/YTD – 8; Attendees – 2,800/YTD – 9,995; Room nights – 840/YTD – 3,680; Economic Impact - \$1,637,500.00

**Definite Bookings:** One (1)/YTD – 8; Attendees – 2800/YTD – 6,245; Room Nights – 840/ YTD – 4,855; Economic Impact - \$700,000.00

**Meetings/Activities:** (See full report)

**Lost/Cancelled Business:** None/YTD - 3

#### **C. Marketing & Communications Department: (Please See full report)**

**Article Media:** Thirteen (13) Articles

**Advertising Inquiries/fulfillment:** USA 800 Top 10 AD Inquiries; December – 706/YTD – 1,617

**USA 800 Top 3 AD Source – December:** Fall Travel Planner (Compass)- 627; Web 34; Search Engine – 10

**USA 800 Top 3 AD Source: YTD:** Fall Travel Planner (Compass) 630; Web - 359; Search Engine -162

**USA 800 Top 3 AD Source by State – December:** Florida – 91; New York – 59; Illinois - 56; December Totals for USA 800 = 1,074

**USA 800 Top 3 AD Source by State – YTD:** Florida – 136; Illinois - 132; Texas – 114; YTD Totals for USA 800 = 1,968

**CVB In-House Ad Sources:** Contact Us – 13; Friend Referral – 7; Internet E-Mail Request 7; December Totals for In-House Requests = 48

**CVB In-House Inquiry by States:** Florida – 5; Mississippi – 5; Wisconsin – 5; YTD Totals for In-House Inquiries = 196

**Web Statistics– GulfCoast.org Google Analytics – December vs. November YTD**

Visits - 75,122/+8,682/232,175; Unique Visitors - 58,938/+6,266/175,163; Page Views - 237,483/+24,467/729,778; Pages Visited - 3.16/-; Avg. Visit Duration - 03:49/+; Bounce Rate - 42.40%/-; New Visits - 68.75%/+

**Outbound referrals to Marketing Partners Web Sites – November**

Partners received referrals – 751; Top 3 outbound sites and numbers - Beau Rivage – 608; Grand Biloxi – 470; Golden Nugget - 379

**Mobile Statistics – December vs. November**

Visits - 21,897/+5613; Unique Visitors - 17,019/+4,242; Page Views - 161,020/ +51,677; Avg. Visit Duration - 7.35/+; Bounce Rate - 21.48%/-; New Visits % - 67.85%/+

**Web Banner Advertising (gulfcoast.org):** Page impressions: Island View Casino Resort - 9,854; Palace Casino Resort - 3,115; South Beach Biloxi Hotel & Suites - 3,513; Preserve Golf Course - 3,513; MHLA Golf Ad / Golf - 3,513; MS Hotel & Lodging Assn/Hotels - 1,401; Shular Properties - 1,401---**Click Through events:** Island View Casino Resort – 147; South Beach Biloxi – 106; Palace Casino – 54; MSHLA / Hotels – 40; Shular Properties - 33; MSHLA / Golf - 24; Preserve Golf Course - 10

**Social Media** – Facebook - Fans/Likes – 16,325 up 184 fans in December; Twitter; Followers- @MSGulfCoastCVB- 1,645 up 55 in Dec; Tweets- 3,727/ Followers- @MeetMSGulfCoast- 304 up 15 in Dec; Tweets – 744; Pinterest - Boards – 15/Pins-364 Followers- 348; YouTube December Views – 427/Lifetime views - 55,881; Food Spotting Spots- 78 up 1 in Dec Points- 2,605 (points on likes/responses)

5. Commissioner Holmes made the motion to approve the agreement for advertising services with Masterminds, with the exception of amending pages 12 and 17, listing them as the MS Gulf Coast Regional CVB’s advertising agency of record, and authorize president to execute same. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

6. Commissioner Ladner reported the February 3, 2014 disbursements as follows: check disbursements for 02/03/14--\$154,086.10; total travel advance/reimbursements for December 2013 -- \$203.10; grand total disbursements--\$154,289.20. Commissioner Hansen moved these disbursements be approved.

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

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

7. Room sales tax revenue of room sales tax collections for January 28, 2014 – actual 5% collection was \$386,279.67 with HCBOS’s 2.75% share being \$212,453.82 and HCTC’s 2.25% share being \$173,825.85 for a 10.70% change in total collection, and total loss of -3.47% year to year changes.
8. World Choice Travel Revenue collections for the month of November 2013 being \$368.85, with a total year to date \$1,957.32.

9. Commissioner Daniels made the motion to authorize the President to execute letter of support to the Governor, Lt. Governor and Speaker of the House, State of MS, in favor of the Mississippi Air Service Development Program as submitted by the Gulfport-Biloxi Airport Authority. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

10. Commissioner Descher made the motion to accept the letter of resignation from Mike Buckley representing the MGC Golf Assn on the Advisory Board effective December 30, 2013. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

11. Commissioner Levens made the motion to accept the email received January 8, 2014 from the MGC Golf Assn appointing Russ Bloom to represent the Assn on the Advisory Board, and appointing to the Marketing & Conventions/Group Sales Committee. Seconded by Commissioner Descher, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

12. Commissioner Descher made the motion to accept the letter received January 22, 2014 from the MGC Attractions Assn listing Rhonda Roberts as their new president and will be replacing Louis Skrmetta on the Advisory Board, and appointing to the Development & Government Relations Committee.

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

13. Commissioner Levens made a motion authorizing legal counsel to prepare and letter to the Hancock County Board of Supervisors in support of eliminating the repealer in House Bill 9, Local and Private Laws of 2012 for the Hancock County Tourism Development Commission and authorizing president to execute same. Seconded by Commissioner Fritz, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Descher	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

14. Mr. Keating reported on the proposed Memorandum of Understanding with the Hancock County Tourism Development Board. The changes have been made as presented by the HCTDB and is ready for the Commission's approval. The MOU does provide the HCTDB with one (1) appointment to the MGCRCVB Advisory Board. After the Commission approves, it will be sent to the Hancock County Board of Supervisors for approval also.

15. Commissioner Levens made the motion to accept the Memorandum of Understanding between the Hancock County Tourism Development Board and the MS Gulf Coast Regional CVB as presented. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Descher	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

16. Commissioner Westfall reported on the Search Committee meeting held January 31, 2014. Commissioner Westfall would like to discuss in Executive Session with the Commission. President McKenzie stated they would go into Executive Session after the other Committee reports were received.

17. Commissioner Schloegel made the motion to accept the proposed guidelines for the Marketing Assistance grant funding program with changes as presented. Seconded by Commissioner Levens, the president called the question, with the following results:

Commissioner Fritz	Voted ---- Yes	Commissioner Ladner	Voted ---- Yes
Commissioner Westfall	Voted ---- Yes	Commissioner Chenoweth	Voted ---- Yes
Commissioner Daniels	Voted ---- Yes	Commissioner Descher	Voted ---- Yes
Commissioner Hansen	Voted ---- Yes	Commissioner Harrison	Voted ---- Yes
Commissioner Holmes	Voted ---- Yes	Commissioner Levens	Voted ---- Yes
Commissioner Schloegel	Voted ---- Yes	Commissioner Shabazz	Voted ---- Yes
Commissioner Todd	Voted ---- Yes	Commissioner Wagner	Voted ---- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

18. Commissioner Levens made the motion to deny the funding request from MLK, Jr. Coast wide Celebration being held January 11-20, 2014, which does not qualify due to the time limit for advertising

the event. Application was submitted December 19, 2013. Seconded by Commissioner Chenoweth, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- No	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

19. Commissioner Westfall made the motion to deny the convention incentive funding request for the Living Church of God, due to the timing of the event October 8 – 16, 2014, properties not able to meet room block request. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

20. Commissioner Levens updated the Commission on the Governance project tracking worksheet as presented. Also reported on the Audits for FY2011/2012 and FY 2012/2013.

21. Commissioner Schloegel reported he has been in contact with MDOT, and three county Board of Supervisors and will set up meeting before the next Commission meeting to discuss tri county beautification efforts of the Development & Govt Relations committee.

22. Commissioner Hansen 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 Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

23. Commissioner Holmes made the motion to enter into Executive Session to discuss personnel matters. Seconded by Commissioner Daniels, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

24. Commissioner Schloegel made the motion to reconvene from Executive Session. Legal Counsel reported No official action taken. Seconded by Commissioner Levens, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

25. Commissioner Chenoweth made the motion to continue the Search for an Executive Director and to investigate and analyze the merits of hiring an outside search firm. Seconded by Commissioner Hansen, the president called the question, with the following results:

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

26. Reminders

1. MGCRVCB meeting – Tuesday, February 25<sup>th</sup> @ 1:30pm
2. Holiday – Office Closed – Tuesday, March 4<sup>th</sup> – Mardi Gras
3. MGCRVCB meeting – Tuesday, March 25<sup>th</sup> @ 1:30 pm

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

Commissioner Fritz	Voted --- Yes	Commissioner Ladner	Voted --- Yes
Commissioner Westfall	Voted --- Yes	Commissioner Chenoweth	Voted --- Yes
Commissioner Daniels	Voted --- Yes	Commissioner Descher	Voted --- Yes
Commissioner Hansen	Voted --- Yes	Commissioner Harrison	Voted --- Yes
Commissioner Holmes	Voted --- Yes	Commissioner Levens	Voted --- Yes
Commissioner Schloegel	Voted --- Yes	Commissioner Shabazz	Voted --- Yes
Commissioner Todd	Voted --- Yes	Commissioner Wagner	Voted --- Via phone

The motion having been duly made, seconded, and a favorable vote received from the Commission, the president declared the motion adopted February 3, 2014.

## CONVENTION SALES:

### Tentative Leads:

December 2013: 6			Fiscal YTD: 25
Name	Meeting Date	# Attendees / # Room Nights	Origin
The University of Southern Mississippi – Educators Workshop	May 18 – 21, 2014	50 / 100	Website Inquiry
American Philatelic Society – APS 2016 AmeriStamp Expo <b>CONVENTION CENTER LEAD</b>	February 2 – 8, 2016	300 / 483	CVENT
American Philatelic Society – APS 2017 AmeriStamp Expo <b>CONVENTION CENTER LEAD</b>	Jan 31 – Feb 6, 2017	300 / 483	CVENT
HDW, Inc. – 2015 Fall Market/Tradeshow – <b>CONVENTION CENTER LEAD</b>	Sept 10 – 13, 2015	400 / 807	Client Relationship
HDW, Inc. – 2015 Spring Market / Tradeshow – <b>CONVENTION CENTER LEAD</b>	January 22 – 25, 2015	400 / 807	Client Relationship
USS Colonial Association – LSD – 18	Sept 16 – 20, 2015	50 / 200	Phone Call
<b>TOTALS</b>		<b>1,500 / 2,880</b>	
<b>YTD TOTALS</b>		<b>7,328 / 9,170</b>	
Estimated Economic Impact: \$1,125,000.00 (based upon \$300.00 per person for an average of 2.5 nights)			

### Definite Bookings:

December 2013: 2			Fiscal YTD: 6
Name	Meeting Date	# Attendees / # Room Nights	Headquarter Hotel
Southeast Comprehensive Center at SEDL – 2014 SE Comprehensive Center	January 21 - 24, 2014	25 / 65	Biloxi property
Gulf of Mexico Fishery Management Council – Council Meeting	August 24 – 28, 2014	100 / 255	Biloxi property
<b>TOTALS</b>		<b>125 / 320</b>	
<b>YTD TOTALS</b>		<b>505 / 1,049</b>	
Estimated Economic Impact: \$93,750.00 (based upon \$300.00 per person for an average of 2.5 nights)			

### Conventions Serviced:

December 2013: 3			Fiscal YTD: 17
Name	Meeting Date	# Attendees	Service included:
Conference of Chancery & Tribunal Officials	December 3 – 8, 2013	100	Bags, pens, and brochures
MS Elks Club	December 5 – 8, 2013	150	Bags, pens, name badges, brochures
Narcotics Anonymous	December 31, 2013	300	Bags, pens, brochures
<b>TOTALS</b>		<b>550</b>	
<b>YTD TOTALS</b>		<b>5,750</b>	
Total HCTC Investment in Services: \$212.50			
Estimated Economic Impact: \$412,500.00 (based upon \$300.00 per person for an average of 2.5 nights)			

### Site Visits:

December 2013: 3		Fiscal YTD: 5
Name	Tentative Dates	# Attendees / # Room Nights
Alpha Kappa Alpha 2015 SE Regional Conference	March 2015	3,000 / 1,755
ConventionPros – Tattoo & Arts Festival	December 2014	2,000 / 400
MS Association of Student Financial Aid Administrators	May 2015	125 / 225



**Travel:****December 2013:**

Name	Dates	Sales Manager(s) Attending
IAEE Expo! Expo! – Houston, TX	December 10 – 12, 2013	Linda Stewart
MSEA Holiday Party and Sales Calls	December 9 – 11, 2013	Annette Rand

**Lost /Cancelled Business:****December 2013: 1****Fiscal YTD: 9**

Name	Meeting Date	# Attendees / # Room Nights	Reason Lost	Incentive Offered
Arbor Day Foundation – Partners in Community Forestry National Conference	Nov 2 – 7, 2014	500 / 1,150	Group has selected the Westin in Charlotte. Client stated that there really is nothing you could have done differently. You had great rates and good location. They worked with their board to make the selection.	

**LEISURE TRAVEL:****Tentative Leads:****December 2013: 1****Fiscal YTD: 11**

Name	Tour Date	# Attendees / # Room Nights
Crowell VIP Motorcoach Services	Feb 7 – 8, 2015	108 / 54
TOTALS		108 / 54
YTD TOTALS		681 / 609

Estimated Economic Impact: \$54,000.00 (based upon \$200.00 per person for an average of 2.5 nights)

**Definite Bookings:****December 2013: 1****Fiscal YTD: 5**

Name	Tour Date	# Passenger / # Room Nights	Headquarter Hotel
Granite City Travelers	April 7 – 10, 2014	52 / 81	Biloxi property
TOTALS		52 / 81	
YTD TOTALS		190 / 218	

Estimated Economic Impact: \$26,000.00 (based upon \$200.00 per person for an average of 2.5 nights)

**Travel:****December 2013:**

Name	Dates	Sales Manager(s) Attending
Travel South International Marketplace Nashville, TN	December 2 – 6, 2013	Annette Rand

**Staff Meetings:****December 2013:**

Meeting Name:	Staff Member
Chamber Morning Call	Linda Stewart
Snowflakes in the Bay Committee Meeting	Janet Harrington
Harrison County Board of Supervisors Meeting	Crystal Johnson
Gulf Coast Tourism Partnership Meeting	Crystal Johnson
MCCCC Board Meeting	Crystal Johnson
HSMAI Gulf South Meeting	Linda Stewart and Annette Rand
CVB Christmas Party	All Staff

## Sports Department - Tentative Leads:

December 2013: 2			Fiscal YTD: 8
Name	Meeting Date	# Attendees / # Room Nights	Origin
2014 USSSA Baseball Super NIT	March 8-9, 2014	3750 /2000	Client Call
2014 Gulf Coast Cup Soccer	March 15-16, 2014	2800/840	Client Call
<b>TOTALS</b>		<b>6550 /2840</b>	
Monthly Estimated Economic Impact: \$1,637,500.00 (based upon \$100.00 per person for an average of 2.5 nights)			
Monthly Direct Room Night Impact: \$284,000.00 (based on \$100 per room x 2,840 room nights)			
YTD Estimated Economic Impact: \$2,483,750.00 (based upon \$100.00 per person for an average of 2.5 nights)			
YTD Direct Room Night Impact: \$530,500.00 (based on \$100 per room x 5,305 room nights)			

## Definite Bookings:

December 2013: 1			Fiscal YTD: 8
Name	Meeting Date	# Attendees / # Room Nights	Headquarter Hotel
Gulf Coast Cup Soccer	March 15-16, 2014	2800/840	Various
<b>TOTALS</b>		<b>2800/840</b>	
Monthly Estimated Economic Impact: \$700,000 (based upon \$100.00 per person for an average of 2.5 nights)			
Monthly Direct Room Night Impact: \$84,000 (based on \$100 per room x 880 room nights)			
YTD Estimated Economic Impact: \$1,561,250.00 (based upon \$100.00 per person for an average of 2.5 nights)			
YTD Direct Room Night Impact: \$485,500 (based on \$100 per room x 4,855 room nights)			

## Site Visits:

December 2013: 2		Fiscal YTD: 3
Name	Tentative Dates	# Attendees / # Room Nights
EVP Tour Beach Volleyball – Ross Balling Beach Rugby – Norm Smyth	June 6-7, 2014	200/200
Beach Soccer Championships – Phil Scicluna	October 25-26, 2014	1500/800

## Events Serviced:

December 2013: 0			Fiscal YTD: 0
Name	Meeting Date	# Attendees	Service included:
None in December			
<b>TOTALS</b>			
Total MGCRCVB Investment in Services: \$			
Estimated Economic Impact: (based upon \$100.00 per person for an average of 2.5 nights)			

## Meetings:

December 2013		
Meeting/Contacts	Staff Member	Description
EVP Tour Pro Beach Volleyball	Torye Hurst	Meeting with EVP Director Ross Balling, Beach Rugby Representative Norm Smyth, City of Gulfport Mayor Billy Hewes, Asst. Director of Leisure Services David D'Aquila and Sand Beach Director Chuck Loftis at Courtyard by Marriott in Gulfport. Meeting was during site visit to discuss logistics of the June 7-8, 2014 event on the beach adjacent to Jones Park.

Nature Tourism	Gary Benson	Represented Nature Tourism Taskforce in meeting with DMR Executive Director Jamie Miller. The mission of the meeting was to recommend that the MS Gulf Coast National Heritage Area Program administered by DMR be asked to lead Nature Tourism Development. Mr. Miller agreed to integrate Nature Tourism into DMR and a coordinator will be hired to work in conjunction with the Task Force.
Beach Soccer Championships	Torye Hurst	Meeting with Phil Scicluna, Tournament Director, City of Gulfport representative David D'Aquilla and Sand Beach Director Chuck Loftis at the Holiday Inn Gulfport. Meeting held during site visit to discuss logistics for October 25-26, 2014 event on the beach adjacent to Jones Park.
MS Coast Heritage Trails Partnership	Gary Benson	Advisory Board meeting held at CVB offices to discuss progress on forming the MS Coastal Heritage Trail.
MGCRCVB Commission Meeting	Torye Hurst	Attended meeting on December 17.
Gulf Coast Collegiate Softball Classic	Torye Hurst	Monthly meeting to discuss progress and planning for Feb. 28 – March 2, 2014 event.
Golf Show Grand Prize Winner	Gary Benson	Dinner with Susan Sandstrom and her group who were the Dallas Golf Show Grand Prize winners. The prize included three nights lodging at IP Casino, three rounds of golf at area courses, meals, car rental and airfare. Expenses were paid out of 2013 BP grant.

## Travel:

### December 2013:

Name	Dates	Sales Manager Attending
No travel in December		

## Lost /Cancelled Business:

Name	Meeting Date	# Attendees / # Room Nights	Reason Lost	Incentive Offered
<b>Total Lost/Cancelled Business</b>				

## Marketing Department

### SOCIAL MEDIA:

#### Facebook

December 2013:	Monthly Increase	FYTD New Fans - 632
Total Fans	184	16,325

#### Twitter

	Followers	Monthly	FYTD Increase	Tweets	Monthly	FYTD Increase
MSGulfCoastCVB	1,645	55	291	3,727	21	2,192
MeetMSGulfCoast	304	15	72	744	9	468

#### Foodspotting

	Spots	Monthly	FYTD Increase	Points	Monthly	FYTD Increase
	78	1	5	2,605	120	375

## Youtube

December Views 2013	Lifetime Views	FYTD Increase
427	55,881	1,606

## Pinterest

December 2013	Boards	Pins	FTYD Increase	Followers	FYTD Increase
	15	364	68	348	34

## **MEDIA RELATIONS:**

Articles					October	November	December	FYTD
Media Value					\$59,535.80	\$45,781.80	\$854.75	<b>\$106,172.35</b>
Identified					18	24	13	<b>55</b>

## **INQUIRIES:**

### USA 800 Ad Sources

December 2013- 706			FYTD	1,617
Fall Travel Planner (Compass)	627		Fall Travel Planner (Compass)	630
Web	34		Web	359
Search Engine	10		Search Engine	162
Unknown	7		Another Web Site	90
Friend or Family Member	7		Unknown	77
Another Web Site	4		America's Best Vacations	62
Mississippi Tour Guide	4		Friend or Family Member	40
go-mississippi.com	3		go.mississippi.com	35
Endless Vacations	2		AAA Tour Book	31
Facebook-Compass Marketing	1		Midwest Living	29

### USA 800 States

December 2013- 1,074			FYTD	1,968
Florida	91		Florida	136
New York	59		Illinois	132
Illinois	56		Texas	114
Missouri	56		Missouri	109
Texas	49		Wisconsin	108
Michigan	44		Mississippi	98
Wisconsin	43		Michigan	86
Ohio	42		Ohio	82
Mississippi	40		New York	79
Pennsylvania	40		Tennessee	65

### CVB In-House Ad Sources

December 2013- 48			FYTD	196
Contact Us	13		Contact Us	65
Friend Referral	7		Internet E-mail Request	32
Internet E-mail Request	7		Search Engine	17
Search Engine	4		Chamber of Commerce Referral	14
Another Web Site	3		Friend Referral	13
Chamber of Commerce Referral	3		Previous Visitor	13

AAA Southern Traveler	2	AAA Tour Book	6
AAA Tour Book	2	Another Web Site	7
Mississippi Tour Guide	2	Mississippi Travel Guide	4
go-mississippi.com	1	Unknown	4

### CVB In-House States

December 2013- 48		FYTD	195
Florida	5	Mississippi	20
Mississippi	5	Florida	18
Wisconsin	5	Texas	14
Texas	4	Illinois	11
New York	3	Louisiana	11
Tennessee	3	Georgia	10
Virginia	3	Michigan	9
Georgia	2	Missouri	9
Louisiana	2	Tennessee	9
Ohio	2	Wisconsin	9
<b>December International -1</b>		<b>FYTD International - 4</b>	

### GOOGLE ANALYTICS:

#### VISITOR OVERVIEW – GULFCOAST.ORG

December 2013	November	December		FYTD	172,163
Visits	66,440	75,122	8,682		232,175
<b>Unique Visits</b>	<b>52,672</b>	<b>58,938</b>	6,266		<b>175,163</b>
Pageviews	213,016	237,483	24,467		729,778
Pages per visit	3.21	3.16	-		3.14
Average Visit Duration	0:03.44	0:03:49	+		0:03:40
Bounce Rate	44.45%	42.40%	-		44.88%
% of New Visits	68.08%	68.75%	+		68.80%

### OUTBOUND REFERRALS

December 2013 Link Report	November Visits	November Unique Visits	December Visits	December Unique Visits	FYTD - 44,053
Listings	11,467	4,822	11,320	4,577	15,428
Events	6,840	4,877	8,282	5,801	16,081
WTC	2,853	2,250	3,742	2,913	8,540
Visitors Guide	983	755	1,123	826	2,297
Banners	433	379	539	457	1294
Outgoing links			232	134	413

December 2013 Listings- 751	Total Referrals	Unique Referrals	FYTD - 885
Beau Rivage Resort & Casino	608	544	
Grand Biloxi Casino Hotel & Spa	470	414	
Golden Nugget Biloxi	379	330	
Hard Rock Hotel & Casino	373	332	
IP Casino Resort & Spa	346	310	
Island View Casino Resort	303	286	
Treasure Bay Casino & Hotel	249	210	
Palace Casino Resort	237	218	
Margaritaville Casino & Restaurant Biloxi	232	209	
Boomtown Casino	206	188	
<b>December 2013 Events - 343</b>	<b>Total Referrals</b>	<b>Unique Referrals</b>	<b>FYTD - 657</b>

Christmas at Beauvoir	4,583	3,123	
Beards on the Bayou	779	429	
Spirit Of Christmas	538	464	
Public Ice Skating At The Coast Coliseum	131	127	
16th Annual Gulf Coast Winter Classics Horse Show	130	84	
Coast Nightclub NYE Party	95	81	
22nd Annual MS Coast Coliseum Crawfish Music Festival	84	67	
Sugarplum Saturday & Christmas Parade	84	69	
Christmas On The Avenue	72	59	
28th Annual Christmas in the Pass	67	59	

## SEARCH SOURCES

Organic & Referral December 2013	Visits	Pages / Visit	Avg. Visit Duration
google / organic	38,283	3.17	0:04:00
m.gulfcoast.org / referral	14,427	2.63	0:02:34
(direct) / (none)	5,453	2.89	0:03:52
bing / organic	4,704	3.45	0:04:01
yahoo / organic	3,856	3.42	0:03:59
biloxi.ms.us / referral	2,153	5.82	0:07:11
aol / organic	627	3.31	0:03:46
172.16.254.254 / referral	583	1.24	0:00:30
gulfport-ms.gov / referral	432	4.09	0:04:49

Referring Sites December 2013	Visits	Pages / Visit	Avg. Visit Duration
m.gulfcoast.org	14,427	2.63	0:02:34
biloxi.ms.us	2,153	5.82	0:07:11
172.16.254.254	583	1.24	0:00:30
gulfport-ms.gov	432	4.09	0:04:49
facebook.com	263	1.96	0:01:31
visitscoast.org	257	3.88	0:04:42
googleads.g.doubleclick.net	182	1.19	0:00:27
flygpt.com	138	2.04	0:01:25
search.tb.ask.com	117	3.93	0:05:50

## GEOGRAPHIC

Top 10 States	Visits	Top 10 Cities	Visits	Top 10 Countries	Visits
Mississippi	30,313	Biloxi	5,429	United States	73,184
Louisiana	8,687	Gulfport	5,291	Canada	442
Alabama	4,961	Hattiesburg	4,590	India	164
Texas	4,307	Ocean Springs	2,709	United Kingdom	157
Florida	3,855	Tupelo	2,477	Germany	106
Georgia	3,162	New Orleans	2,460	(not set)	93
Missouri	1,320	Long Beach	1,834	Australia	84
Tennessee	1,299	Atlanta	1,255	France	73
Illinois	1,260	(not set)	1,008	Japan	50
California	1,000	Houston	994	Brazil	43

Most Viewed Content	Visits	Unique Visits	Avg. Visit Duration
/events/	26,150	18,088	0:03:33
/?mobile=	15,771	13,398	0:01:02
/ (Homepage)	12,868	10,598	0:01:34
/casinos/	10,490	5,698	0:01:16

/attractions/	9,537	6,977	0:00:53
/visitors/events/christmas/	6,979	5,743	0:04:36
/coupons/	5,423	3,995	0:01:09
/includes/itinerary/	5,320	4,311	0:00:43
/restaurants/	4,649	3,330	0:01:14
/visitors/events/new-years/	4,488	3,721	0:04:39

**Sugar Bowl 2014 received 1,112 unique views with an average time spent on the page of 3:21**

Top Landing Pages	Visits	Pages / Visit	Avg. Visit Duration
/?mobile=	13,292	2.69	0:02:33
/events/	10,110	2.56	0:04:16
/ (Homepage)	9,571	4.22	0:04:44
/attractions/	2,755	5.07	0:05:31
/casinos/	2,738	4.27	0:05:38
/visitors/events/christmas/	2,494	2.12	0:04:08
/restaurants/	1,429	5.46	0:06:00
/visitors/events/new-years/	1,325	1.99	0:03:43
/coupons/	1,275	4.35	0:03:59
/visitors/events/mardigras/	1,178	1.99	0:02:34

### Simpleview Analytics:

#### VISITOR OVERVIEW – GULFCOAST.ORG

6 Month Traffic Overview	Jul	Aug	Sep	OCT	Nov	Dec
Visits:	151,705	98,145	86,976	90,613	66,440	75,122
Unique Visitors:	<b>114,826</b>	<b>75,976</b>	<b>68,446</b>	<b>71,942</b>	<b>52,672</b>	<b>58,938</b>
Bounce Rate:	39%	41%	42%	47%	44%	42%
Pageviews:	620,138	381,880	302,332	279,279	213,016	237,483
Average Pageview per Visit:	4.09	3.89	3.48	3.08	3.21	3.16
Average Time on Site:	0:04:39	0:04:15	0:03:55	0:03:28	0:03:44	0:03:49
Total Organic Search Traffic:	87,956	59,097	53,069	59,620	44,709	48,143
% of Traffic From Organic Search:	58%	60%	61%	66%	67%	64%
Entry Pages From Search:	2,263	2,015	1,997	2,072	1,793	1,725
Total Organic Keywords:	27,612	18,965	13,026	10,572	8,004	8,895
Mobile Site Visits:	41,605	23,311	22,100	22,979	16,284	21,897
All Traffic:	193,310	121,456	109,076	113,592	82,724	97,019

#### SEARCH ENGINE OPTIMIZATION Overview:

Visits to the main site are up 17% year over year.  
 Organic visits to the attractions page are up 25% over last Dec sending over 1,700 additional visits.  
 Organic search traffic has increased 4% year over year.  
 Pageviews on the main site are up 10% as compared to Dec 2012

# Media Contributions

For Dec 1, 2013 to Dec 31, 2013

<p>Article Number: 1            Headline: Visitors Bureau seeks new director            First Name: Peggy Last Name: Reisser-Winbume Company: The Commercial Appeal            Type of Medium:            Subject of article/ broadcast: <a href="#">The new board of the Mississippi Gulf Coast Regional Convention &amp; Visitors Bureau will conduct its own search for a new executive director rather than hire outside help. Rich Westfall, chairman of the search committee, told The Sun Herald that the board is looking for a person with a bachelor's degree in business, marketing, hospitality or tourism and five years in senior management in the tourism industry.</a></p>				
Circulation 0	Readership 0	Value \$854.75	Result Of Press Release	Date of Article 12/01/2013
<p>Article Number: 2            Headline: MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU SEEKS EXECUTIVE DIRECTOR            First Name: Tourism Last Name: Tidbits Company: MTA Newsletter            Type of Medium: Trade Press            Subject of article/ broadcast: <a href="#">Listing for CVB Executive Director in the MTA newsletter</a></p>				
Circulation 0	Readership 0	Value \$0.00	Result Of CVB Meeting	Date of Article 12/16/2013
<p>Article Number: 3            Headline: Mississippi            First Name: Pat Last Name: Henderson Company: NTA Courier            Type of Medium: Magazine            Subject of article/ broadcast: <a href="#">Maritime &amp; Seafood Industry Museum set to re-open in 2014</a></p>				
Circulation 0	Readership 0	Value \$0.00	Result Of Assisted writer with article	Date of Article 12/01/2013
<p>Article Number: 4            Headline: Year in Review: Old Coast businesses polished or demolished, new on the way            First Name: Mary Last Name: Perez Company: The Sun Herald            Type of Medium: Newspaper            Subject of article/ broadcast: <a href="#">Tourism went regional as commissioners from the three Coast counties banded together on the Mississippi Gulf Coast Regional Convention and Visitors Bureau board with an aim to draw more tourists to the Coast. Travel writers from across America were among their quests.</a></p>				
Circulation 36,385	Readership 109,155	Value \$0.00	Result Of Event generated	Date of Article 12/26/2013
<p>Article Number: 5            Headline: At Bozo's Seafood, po' boys worth a Mississippi detour            First Name: Larry Last Name: Olmsted Company: USA Today            Type of Medium: Newspaper            Subject of article/ broadcast: <a href="#">Review of Bozo's. Olmsted attended 2013 SATW conference on MS Gulf Coast.</a></p>				



broadcast:

Circulation 1,784,242	Readership 5,352,726	Value \$0.00	Result Of SATW 2013	Date of Article 12/12/2013
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Article Number: 6  
Headline: Off-Season Golf Travel is the Smart Play  
First Name: Gary Last Name: Trask Company: CyberGolf  
Type of Medium: Blog  
Subject of article/  
broadcast: [Mississippi is the third-largest gaming destination in North America with its casinos, upscale shopping, live entertainment, spas and exceptional golf courses.](#)

Circulation 0	Readership 0	Value \$0.00	Result Of Assisted writer with article	Date of Article 12/01/2013
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Article Number: 7  
Headline: Biloxi, MS  
First Name: Phillipe Last Name: Henry Company:  
Type of Medium:  
Subject of article/  
broadcast: [International guide book entry about Biloxi. \(Not in English\)](#)

Circulation 0	Readership 0	Value \$0.00	Result Of Individual FAM	Date of Article 12/01/2013
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Article Number: 8  
Headline: Sunny Beaches & Southern Charm  
First Name: Lori Last Name: Erickson Company:  
Type of Medium: Newspaper  
Subject of article/  
broadcast: [Culture, history, and attractions on the MS Gulf Coast. Lori Erickson attended 2013 SATW conference.](#)

Circulation 0	Readership 0	Value \$0.00	Result Of SATW 2013	Date of Article 12/22/2013
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Article Number: 9  
Headline: Macaroni salad from a Mississippi barbecue joint (Food Detective) (with recipe)  
First Name: Lynn Last Name: Grisard Fullman Company: AL.com  
Type of Medium: Newspaper  
Subject of article/  
broadcast: [The Shed BBQ & Blues Joint and recipe for Macaroni salad. Fullman attended 2012 Mardi Gras FAM and 2013 SATW conference.](#)

Circulation 87,518	Readership 262,554	Value \$0.00	Result Of SATW 2013	Date of Article 12/29/2013
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Article Number: 10  
Headline: The Mississippi Gulf Coast Impresses Travel Writers, Groups  
First Name: Andrea Last Name: Doyle Company: Successful Meetings  
Type of Medium: Magazine  
Subject of article/  
broadcast: [SATW conference on the MS Gulf Coast.](#)

Circulation 0	Readership 0	Value \$0.00	Result Of SATW 2013	Date of Article 12/30/2013
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Article Number: 11  
 Headline: Two Fish Tales Top My List of Best Travel Moments and Memories in 2013  
 First Name: Susan Last Name: Pollack Company: Detroit News  
 Type of Medium: Newspaper  
 Subject of article/  
 broadcast: [From the rich waters of Mississippi's Gulf Coast near Biloxi to the sapphire-blue depths off Ketchikan, Alaska, my fishing karma kicked into overdrive this year, combining to create my two best travel moments of 2013. Both times, my heart raced and my arms shook as I reeled in a feisty 30-pound Jack Crevalle aboard the Miss Hospitality out of Biloxi, and a tasty 18-pound halibut from 220 feet below our fishing boat, the Margarita, in Alaska's Nichols Passage.](#)

Circulation 0	Readership 0	Value \$0.00	Result Of SATW 2013	Date of Article 12/29/2013
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Article Number: 12  
 Headline: Top-10 casino golf resort 'must-haves'  
 First Name: Gary Last Name: Trask Company: Casino City Times  
 Type of Medium: Blog  
 Subject of article/  
 broadcast: [Mention BR, Hard Rock, and Palace](#)

Circulation 52,651	Readership 157,953	Value \$0.00	Result Of State Golf Fam	Date of Article 12/23/2013
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Article Number: 13  
 Headline: Hotels Get Into the Holiday Spirit  
 First Name: Melanie Last Name: Nayer Company: Huff Post Travel  
 Type of Medium: Newspaper  
 Subject of article/  
 broadcast: [Beau Rivage Holidays Decor](#)

Circulation 0	Readership 0	Value \$0.00	Result Of Mardi Gras FAM 2013	Date of Article 12/24/2013
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**Grand Total Circulation: 1,960,796      Readership: 5,882,388      Total Articles: 13      Grand Total Value: \$854.75**