

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, was held at the Hotel Indigo board room on:

November 2, 2022

Be it remembered that on the 2nd day of November, the Board Members of the Hattiesburg Tourism Commission met in person at the Hattiesburg Hotel Indigo board room. Frank James, Chairman of the Hattiesburg Tourism Commission, called the meeting to order at 12:13 p.m. The following Members of the Board were found to be present:

PRESENT

Frank James
Melanie Archer
Michael Marks
Shawn Lowrey
Anthony Harris
Bonnie Warren

ABSENT

Dr. Joe Paul

ALSO PRESENT

Marlo Dorsey, Management
Kristen Brock, Staff
Doug King, Auditor
David Ott, Counsel

Citizens Forum

Marlo introduced Doug King of King CPA to present the annual audit report for FY2021 to the Hattiesburg Tourism Commission.

All commissioners in attendance were provided with a copy of the completed FY2021 financial audit and statement prepared by King CPA. Doug King presented audit findings verifying HTC's assets, liabilities, revenue, and expenses from the fiscal year ending 2021. After a thorough review, King stated that no exceptions were found and that all internal controls for the commission are in compliance, noting the firm of King CPA found no procedural problems or material errors in the financial information provided.

After full discussion and upon motion made by Bonnie Warren and duly seconded by Anthony Harris, there was unanimous favorable vote to accept the FY2021 audit report as presented.

King exited the meeting following the vote. With no further public guests present, citizens forum was adjourned.

Minutes from Previous Board Meetings

After full review and upon motion by Michael Marks, duly seconded by Melanie Archer, there was unanimous favorable vote of the board to approve August 2022 meeting minutes.

Financial Report

Marlo presented the financial report. Included was a document with updated tax receipts for the commission's 2% special hotel levy. At the close of FY22, the report showed revenue at \$1,044,893, a year over year increase of more than 30% with collections exceeding \$1,000,000 for the first time in Hattiesburg Tourism Commission history.

Claims dockets for the months of August and September 2022 were also presented. All expenditures were provided in full detail by line item and were budgeted expenses.

Reconciled balances of all Hattiesburg Tourism Commission assets through September 30, 2022 were presented, showing a total balance of \$2,133,355.41. Included on the report were details of each account with financial institution, current interest rates, and maturity dates listed. All accounts have been reconciled by accountants at McArthur, Slay, & Dews, PLLC. Dorsey noted that the current Regions accounts have been converted to treasury bonds, which is expected to yield far greater returns.

After a full review and upon a motion made by Anthony Harris and duly seconded by Michael Marks, there was a unanimous favorable vote to approve the financial report as presented.

Old Business

Dorsey informed the board that round two of the Tourism Recovery Fund will begin imminently. All required documents have been submitted and processed by the state in preparation of funds being distributed.

Dorsey presented the FY22 budget closeout, detailing each line item with the board and showing an unaudited net income of \$201,188.65. The presentation included YOY comparative statements, an overview of HAPA funds, and updated gift shop inventory values. Following a full review and motion by Michael Marks, duly seconded by Shawn Lowrey, the board voted unanimously to accept the final budget closeout for FY22.

New Business

A year-over-year overview of tax revenue was provided, showing hotel collections up 24.81% for the year while restaurant collections are 6.36% higher than the previous year. A list of upcoming group events using VisitHattiesburg services was also presented.

Brock announced to the board that Hattiesburg has been selected to host the 2023 8u Dixie Youth World Series from July 27 to August 1, 2023. The event is expected to be a major economic driver, and as planning continues the board will be provided with updates.

Dorsey presented a marketing budget update, including an analytics overview of social media and marketing campaigns. Results show 36.1 million impressions over the last year from digital campaigns and a value of

\$151.6 million in earned media from an ongoing public relations campaign. New imagery captured by photographer Rob Walker was also presented.

Brock presented a Programs & Promotions update. Funds for the FY23 Tourism Grant Program have been allocated. A provided program snapshot showed \$47,875 awarded out of the total \$50,000 budget. An overview of recent and upcoming projects for the Hattiesburg Alliance for Public Art was also presented showing seven projects recently or scheduled to be completed between October and December 2022.

Being no other business, and upon motion by Melanie Archer, duly seconded by Anthony Harris, the meeting was adjourned at 1:33 p.m.

Hattiesburg Tourism Commission:

Frank James, Board Chair

Marlo Dorsey, Executive Director