

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:

January 20, 2016

Be it remembered that on the 20th day of January, 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

Marshall Bell
Shelia Varnado
Cathie Price
Bonnie Warren
Anthony Harris

ABSENT

Frank James

ALSO PRESENT

Bud Kirkpatrick, HCC Liaison
Richard Taylor, Management
Jessica Cathey, Administration
Matthew Godfrey, Sales and Marketing Department

Rick Taylor and Marshall Bell welcomed Anthony Harris to the Tourism Commission Board.

Minutes from Previous Board Meetings

Upon motion made by Bonnie Warren, duly seconded by Shelia Varnado 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 3.9% 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

Mr. Taylor informed the Board that the Management Contract Renewal between the Hattiesburg Convention Commission and the Hattiesburg Tourism Commission has been executed and signed by both Board Chairs. Upon

motion made by Cathie Price and duly seconded by Bonnie Warren, and after a full discussion, there was a unanimous favorable vote to request the convening of the Joint Personnel Committee as described in the contract.

New Business

Rick Taylor informed the Board that the audit for FYE 2015 is underway. He anticipates the audit to be complete and presented at the February Board Meeting.

Rick Taylor explained the transitions in the Sales and Marketing Department for filling the vacancy of the Sales Manager Position. He announced that the new Tourism Sales Manager is Raven Brooks, who transferred from the Convention Center Event Services Department.

Matthew Godfrey informed the Board that this year VisitHattiesburg won CVB of the Year at the Governor's Conference on Tourism in 2015. He explained the new "HBurg" logo/brand that has been displayed on t-shirts, gobos, light pole banners will be replacing the "Hattie" hat. He shared his new design for print ads and informed the Board that there are digital boards located in Collins, Highway 49 North and at the intersection of Hardy Street near Checkers. He continued that he has plans to redesign the website, create selfie spots throughout Hattiesburg and would like to increase the number of social media followers to 25,000 within the year.

Rick Taylor reiterated that he would like to continue with the underlying theme of "stories" being told throughout Hattiesburg. He also informed the Board that Phase 4 of Eureka School is complete and the next phase would include plumbing, HVAC and electrical.

With no other activities to report, upon a motion made by Cathie Price and duly seconded by Anthony Harris, 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