

**NATCHEZ CONVENTION PROMOTION COMMISSION**

**Regular Meeting**

**Wednesday, November 18, 2020 1:08 pm**

Commissioners Present: Katie McCabe, Lance Harris, Helen Moss Smith, Dana Wilson, & Barbara Bruce,  
Commissioners Absent: None  
Staff: Darrell White, Lynsey Smith, Stratton Hall, & Katie Ernst  
Guests: Walter Tipton, Peyton Cavin, and Francis Wallace

**CALL TO ORDER & WELCOME**

- Katie McCabe called the meeting to order and welcomed everyone citing some commissioners are in attendance by telephone and all votes will be conducted via rollcall.

**APPROVE MINUTES**

**Dana Wilson motioned, seconded by Helen Smith, to approve the special call meeting minutes from September 28, 2020.**

- Katie McCabe -Y
- Helen Smith – Y
- Dana Wilson – Y
- Lance Harris - Y

**The motion carried unanimously.**

**Dana Wilson motioned, seconded by Helen Smith, to approve the regular meeting minutes from October 21, 2020.**

- Katie McCabe -Y
- Helen Smith – Y
- Dana Wilson – Y
- Lance Harris – Y

**The motion carried unanimously.**

**FINANCIALS**

- Peyton Cavin presented the financials including the payment docket
  - Katie McCabe pointed out check #15857 for Ramey Agency is both for the balance owed and to replace the prior check which was lost in the mail.

Barbara Bruce arrived at 1:16

**Dana Wilson motioned, seconded by Helen Smith, to accept and approve the financials and payment docket as presented.**

- **Katie McCabe -Y**
- **Helen Smith – Y**
- **Dana Wilson – Y**
- **Barbara Bruce – Y**
- **Lance Harris – Y**

**The motion carried unanimously.**

#### **NATCHEZ CONVENTION CENTER REPORT**

- **Walter Tipton discussed the group meeting market trends and provided a report of current and upcoming bookings.**

#### **NEW BUSINESS**

**Lance Harris motioned, seconded by Dana Wilson, empower the president / chairman of the Natchez Convention Promotion Commission to engage, negotiate, and execute an agreement with Time Looper to produce a virtual reality exhibit for the Proud to Take a Stand Monument located at the City Auditorium utilizing Mississippi Tourism Recovery Funds at a cost not to exceed the amount budgeted in the MTRF budget.**

- **Katie McCabe -Y**
- **Helen Smith – Y**
- **Dana Wilson – Y**
- **Barbara Bruce – Y**
- **Lance Harris – Y**

**The motion carried unanimously.**

- **Katie McCabe provided a breakdown of funding requests made to date for the Economic Stimulus Recovery Program citing the total of current requests exceeds the total available budget remaining.**
  - **Lance Harris made note that he reached out to the Natchez Chamber of Commerce to request the \$5,000 funded for the Movies on the Mississippi be returned per the previous meetings request and that the funds were given by the chamber to the new company that will be conducting movies going forward and that the commission may receive those additional funds for other requests.**
- **Lynsey Smith presented multiple Economic Stimulus Recovery Funding Requests.**
  - **Chris Jackson submitted a request for \$3,300 for the creation of tourism book on Natchez.**
  - **West We Go Travel, LLC submitted a request for \$2,000 to reorganize business from taking tours out west to tours in Natchez during the pandemic.**

- Discussion occurred for the staff to offer assistance with marketing content and placement.
- Sunshine Travel and Tourism request for \$2,500 for concert in the city auditorium.
  - Discussion occurred regarding the need for a COVID compliance plan for the indoor event.

**Helen Smith motioned, seconded by Katie McCabe, to approve the Tourism Economic Recovery Stimulus Funding Request from Magnolia Sessions Masters Series to include five events on 11/28/2020, 12/11/2020, 12/18/2020, 12/19/2020, and 12/20/2020 in the amount of \$8,000.**

- Katie McCabe -Y
- Helen Smith – Y
- Dana Wilson – Y
- Barbara Bruce – N
- Lance Harris – Y

**The motion carried.**

**Lance Harris motioned, seconded by Helen Smith, to approve the Tourism Economic Recovery Stimulus Funding Request from Sunshine Tourism and Travel for music on the bluff in the amount of \$3,000.**

- Katie McCabe -Y
- Helen Smith – Y
- Dana Wilson – Y
- Barbara Bruce – N
- Lance Harris – Y

**The motion carried.**

**Lance Harris motioned, seconded by Katie McCabe, to amend the previous motion approving Sunshine Tourism and Travel for music on the bluff in the amount of \$3,000 to include contingent upon appropriate COVID compliance measures and implement weather measures that are COVID compliant.**

- Katie McCabe -Y
- Helen Smith – Y
- Dana Wilson – Y
- Barbara Bruce –
- Lance Harris – Y

**The motion carried unanimously.**

- Lynsey Smith presented three traditional funding requests for 2021 that will go before the Tourism Marketing Advisory Committee on December 14, 2020 unless the commission prefers to address during the current meeting.

- Katie McCabe discussed the need to be cautious with funding requests as the current fiscal year just began and the budget is substantially reduced due to risk associated with the second wave of COVID. Discussion continued on the need for TMAC to review the requests first.

#### **EXECUTIVE SESSION**

**Katie McCabe motioned, seconded by Helen Smith, to go into closed determination for executive session at 2:24 pm.**

- Lance Harris - Y
- Katie McCabe -Y
- Helen Smith – Y
- Barbara Bruce – Y
- Dana Wilson - Y

**The motion carried unanimously.**

**Katie McCabe motioned, seconded by Helen Smith, to go into executive session to discuss personnel and contracts, at 2:27 pm.**

- Lance Harris - Y
- Katie McCabe -Y
- Helen Smith - Y
- Barbara Bruce – Y
- Dana Wilson - Y

**The motion carried unanimously.**

**Katie McCabe motioned, seconded by Lance Harris, to return to regular session at 3:49 pm.**

- Lance Harris - Y
- Katie McCabe -Y
- Helen Smith - Y
- Barbara Bruce – Y
- Dana Wilson - Y

**The motion carried unanimously.**

#### **PRESIDENT / CHAIRMAN REPORT**

**Lance Harris motioned, seconded by Dana Wilson, to empower the interim director and the president / chairman of the Natchez Convention Promotion Commission to engage, negotiate, and execute an agreement with Chandler Thinks for a visitor profile and sentiment study from the Mississippi Tourism Recovery Fund and not to exceed the amount in the approved MTRF budget.**

- Lance Harris - Y
- Katie McCabe -Y
- Helen Smith - Y
- Barbara Bruce – Y
- Dana Wilson - Y

The motion carried unanimously.

Lance Harris motioned, seconded by Katie McCabe, to appoint the following subcommittees for the Natchez Convention Promotion Commission to consist of Katie McCabe and Helen Smith on the budget committee and Lance Harris, Barbara Bruce, and Dana Wilson on the human resources committee.

- Lance Harris - Y
- Katie McCabe -Y
- Helen Smith - Y
- Barbara Bruce – Y
- Dana Wilson - Y

The motion carried unanimously.

- Lance Harris reported that he has developed a good working relationship with the new city administration and that Mayor Gibson has invited him to attend various meetings regarding the new dock and raising of Silver Street and that he will attend another meeting tomorrow on it. He also noted that he and Katie McCabe met with the mayor yesterday to discuss the appointment of a new commissioner.

#### **COMMISSIONER’S REPORT**

- Katie McCabe reported that the data migration for the new server and email system is approaching and that it is critically important the staff follow the instructions to ensure a smooth migration and asked everyone reach out to her or Allen Richard if they are unsure how to do something.
- Katie McCabe also recognized and congratulated Lynsey Smith on being nationally recognized again for her work in the tourism industry with her executive profile being published as a Meetings Leader with *Small Markets & Meetings*.

#### **DIRECTOR’S REPORT**

- Lynsey Smith presented a request to spend the remaining Mississippi Tourism Recovery Funds in the amount of \$30,000 on OTT marketing utilizing the new commercial for streaming television services.

**Katie McCabe motioned, seconded by Dana Wilson, to accept and engage with Advance Travel and Tourism for an additional up to \$30,000 for an OTT streaming television campaign to be run in the markets deemed appropriate.**

- **Katie McCabe -Y**
- **Helen Smith - Y**
- **Barbara Bruce – Y**
- **Dana Wilson - Y**

**The motion carried unanimously.**

- Lynsey presented a follow up report from Greg Brookings on the Natchez Open Golf Tournament.

**NEXT MEETING**

- Wednesday, December 16, 2020

**ADJOURN**

**Katie McCabe motioned, seconded by Dana Wilson, to adjourn at 4:13 pm.**

- **Katie McCabe - Y**
- **Barbara Bruce – Y**
- **Helen Smith – Y**
- **Dana Wilson - Y**

**The motion carried unanimously.**

Attachments: Agenda

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Lance Harris, Chairman

ATTEST:

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Katie Johnson McCabe, Secretary / Treasurer