

NATCHEZ CONVENTION PROMOTION COMMISSION
Regular Rescheduled Meeting
Wednesday, February 22, 2021 1:06 pm

Commissioners Present: Katie McCabe, Lance Harris, Helen Moss Smith, Dana Wilson, & Barbara Bruce

Commissioners Absent:

Staff: Stratton Hall, & Katie Ernst

Guests: Peyton Cavin & Walter Tipton

CALL TO ORDER & WELCOME

- Lance called the meeting to order, welcomed everyone, and noted the meeting was changed due to the ice storm and that today's meeting is also accessible through GoTo Meeting.

APPROVE MINUTES

Dana Wilson motioned, seconded by Helen Smith, to approve the minutes from the regular meeting of December 16, 2020.

The motion carried unanimously.

Dana Wilson motioned, seconded by Barbara Bruce, to approve the minutes from the special call meeting of January 12, 2021.

The motion carried unanimously.

Lance Harris motioned, seconded by Dana Wilson, to table the minutes from the regular meeting of January 20, 2021.

The motion carried unanimously.

Helen Smith motioned, seconded by Barbara Bruce, to approve the minutes from the special call meeting of January 21, 2021.

The motion carried unanimously.

Dana Wilson motioned, seconded by Helen Smith, to table the minutes from the special call meeting of January 25, 2021.

The motion carried unanimously.

FINANCIALS

- Peyton Cavin presented the financials including the payment docket.

Katie McCabe motioned, seconded by Barbara Bruce, to approve the financials and payment docket as presented.

The motion carried unanimously.

NATCHEZ CONVENTION CENTER REPORT

- Walter Tipton attended via telecommunications and discussed the group meeting market trends and provided a report of current and upcoming bookings including recent changes in bookings.

OLD BUSINESS

- Lance Harris provided an update on relocation of the office and that he and Katie McCabe have looked at several properties and will continue to look at additional properties.
- Lance Harris thanked the staff for their work on getting ready for the Visit Mississippi unveiling of the new state tourism guide including the press release that was issued.
- Katie McCabe noted that we have discussed amending the budget to increase the amount available for funding requests and suggested the commission move forward with time sensitive requests today and review the line item next month.

NEW BUSINESS

- Lance Harris noted that TMAC was unable to meet last week due to the ice storm.

Lance Harris motioned, seconded by Helen Smith, to approve the marketing assistance funding request from Natchez Fly In to be held March 20, 2021 in the amount of \$2,500.

The motion carried unanimously.

Lance Harris motioned, seconded by Helen Smith, to approve the marketing assistance funding request from Euro Auto & Motorcycle Show to be held April 9-10, 2021 in the amount of \$5,000.

The motion carried unanimously.

Lance Harris motioned, seconded by Barbara Bruce, to approve the marketing assistance funding request from Pure Strength Studio's Healthy Living Event Weekends March, May, August, and November in the amount of \$2,000 with funds being used specifically for marketing.

The motion carried unanimously.

- Lance Harris presented a funding request from Magnolia Cottage "Petals and Flutes" Garden Event to be held April 10, 2021. The commission decided not to take action to approve the request and instead send a letter regarding the previously sponsored events that were cancelled in 2020.

Katie McCabe motioned, seconded by Dana Wilson, to table the marketing assistance funding request from the Natchez Young Professional's Bicycle Classic May 22, 2021, Natchez Open June 4 -6, 2021, and the Norman Puckett Jr. Championship August 7-8, 2021.

- **Lance Harris recused himself.**

The motion carried unanimously.

Barbara Bruce motioned, seconded by Helen Smith, to approve the marketing assistance funding request from the Natchez – Adams County Community Alliance for Live at Five to be held over multiple dates in the amount of \$1,500.

- **Lance Harris recused himself.**

The motion carried unanimously.

Helen Smith motioned, seconded by Dana Wilson, to approve the marketing assistance funding request for a cooperative advertisement for the Natchez Young Professional's Bicycle Classic May 22, 2021 with both the NCPD and the Natchez Young Professional's paying \$690 each for a marketing package to run in April and May publications and online targeted email with Country Roads.

- **Lance Harris recused himself.**

The motion carried unanimously.

- **Lance Harris noted the approved press release for the hiring of Devin Heath as the new Executive Director has been distributed.**
- **Lance Harris noted that John Norris reached out to discuss a TIF bond that is being requested which will utilize the 1.5% restaurant tax and that a meeting was scheduled for last week but was canceled due to the ice storm.**
- **Lance Harris provided a form for everyone to sign regarding the new workers compensation policy.**

EXECUTIVE SESSION

Lance Harris motioned, seconded by Helen Smith, to go into closed determination for executive session at 2:31 pm.

The motion carried unanimously.

Lance Harris motioned, seconded by Helen Smith, to go into executive session to discuss personnel at 2:32 pm.

The motion carried unanimously.

Lance Harris motioned, seconded by Helen Smith, to return to regular session at 2:58 pm.

The motion carried unanimously.

COMMISSIONER'S REPORT

- Katie McCabe discussed her meeting with the Mayor regarding the 2% tax increase and that due to the ice storm they haven't been able to reconnect on the latest updates. She reported that she informed the city the Natchez Convention Promotion Commission will stay neutral on the situation and will be taking no formal action either for or against.

Katie McCabe motioned, seconded by Helen Smith, to amend the payment docket as approved previously in the meeting to remove and void check number 15954.

The motion carried unanimously.

DIRECTOR'S REPORT

- Stratton Hall provided an update on the NCPC's request for additional information on the MS DMO association membership from an executive director involved in the organization citing the dues go toward the lobbyist firm utilized to secure the MTRF funds to continue to work on securing recovery dollars for DMOs and the remaining funds will likely go toward other projects. All DMO's are invited to be members at no cost, the \$4,000 membership fee is to have a vote within the organization.
 - Discussion occurred on a paid membership to the organization with everyone agreeing a non-paid membership with no voting is the best way to move forward at this time citing the group as a spinoff of the Mississippi Tourism Association and \$4,000 being a high fee considering the reduction in tourism taxes due to COVID.
- Stratton Hall provided information on the Mississippi Tourism Associations annual legislative reception which Visit Natchez typically purchases a table but will likely only purchase individual tickets this year.
- Lance Harris announced Stratton Hall will be leaving the organization to work with Crooked Letter Productions; he thanked and congratulated her on the new opportunity.

NEXT MEETING

Wednesday, March 17, 2021

ADJOURN

Lance Harris motioned, seconded by Barbara Bruce, to adjourn at 3:20 pm.

The motion carried unanimously.

Attachments:

Agenda

Notice

Lance Harris, Chairman

ATTEST:

Katie Johnson McCabe, Secretary / Treasurer