

**NATCHEZ CONVENTION PROMOTION COMMISSION**

**Regular Meeting**

**Wednesday, March 17, 2021 1:05 pm**

Commissioners Present: Katie McCabe, Lance Harris, Helen Moss Smith, Dana Wilson, & Barbara Bruce  
Commissioners Absent: None  
Staff: Devin Heath, Katie Ernst, & Lynsey Smith  
Guests: Peyton Cavin, Stratton Hall, Tate Taylor, John Norris, Scott Slover, Matthew Hall, and Sarah Lynsey Laukhuff.

**CALL TO ORDER & WELCOME**

- Lance called the meeting to order and welcomed everyone.

**APPROVE MINUTES**

**Helen Smith motioned, seconded by Dana Wilson, to approve the minutes from the regular meeting of January 20, 2021.**

**The motion carried unanimously.**

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

**The motion carried unanimously.**

**Helen Smith motioned, seconded by Dana Wilson, to approve the minutes from the regular rescheduled meeting of February 22, 2021.**

**The motion carried unanimously.**

**FINANCIALS**

- Peyton Cavin presented the financials including the payment docket.

**Katie McCabe motioned, seconded by Helen Smith, to approve the financials and payment docket as presented.**

**The motion carried unanimously.**

- Lance Harris introduced and welcomed Devin Heath as the new Executive Director of Visit Natchez and turned the meeting over to Katie McCabe to present additional financial actions.

**Katie McCabe motioned, seconded by Dana Wilson, to adopt and approve the following resolution:**

**RESOLUTION OF THE  
NATCHEZ CONVENTION PROMOTION COMMISSION**

The Natchez Convention Promotion Commission (hereinafter the NCPC) took up for consideration matters related to those bank accounts for operating and marketing and credit cards currently held at Home Bank, Natchez, Mississippi and related to the hiring of Devin Heath as Executive Director. Matters to be considered include revising the signatories on both accounts; adding Devin Heath as a signatory; removing Lynsey Smith as a signatory; issuing a Home Bank credit card in Devin Heath’s name; adding Devin Heath to the NCPC’s online banking account with Home Bank.

After a discussion of the subject, Commissioner \_\_\_\_\_ offered and moved for the adoption of the following resolution:

**RESOLUTION OF THE NATCHEZ CONVENTION PROMOTION COMMISSION CONFIRMING THE MATTERS LISTED BELOW RELATED TO THE BANK ACCOUNTS AND CREDIT CARDS CURRENTLY HELD AT HOME BANK, NATCHEZ, MISSISSIPPI:**

**WHEREAS**, the NCPC hereby finds, determines, adjudicates, and declares as follows:

1. The bank accounts for operating and marketing for the NCPC are currently held at Home Bank, Natchez, Mississippi.
2. The credit cards for the NCPC are currently held at Home Bank, Natchez, Mississippi.
3. The accounts are under the NCPC’s tax ID number: 64-0603162.
4. Devin Heath was hired as Executive Director of the NCPC and began work on March 1, 2021.
5. All checks require two signatures. The signatories on the account are to be: Devin Heath, Executive Director, Commissioners Virginia Johnson McCabe, Secretary/Treasurer, Barbara Bruce, Helen Moss Smith, and Dana Wilson.
6. A Home Bank credit card in the name of Devin Heath is to be issued with the balance being spread evenly among all issued cards on the NCPC account.
7. All online bank transactions require two approvals. Devin Heath is to be added to the online banking account with Home Bank.

**NOW, THEREFORE, BE IT RESOLVED BY THE NCPC THAT THE NAMES LISTED ABOVE ARE TO BE SIGNATORIES ON THE OPERATING AND MARKETING ACCOUNTS CURRENTLY HELD AT HOME BANK, NATCHEZ, MS.; ACTION WILL BE TAKEN TO ADD DEVIN HEATH AS A SIGNATORY ON THE OPERATING AND MARKETING ACCOUNTS CURRENTLY HELD AT HOME BANK, NATCHEZ, MS; TO ADD DEVIN HEATH TO THE ONLINE BANKING ACCOUNT AT HOME BANK; TO ISSUE A CREDIT CARD IN THE NAME OF DEVIN HEATH AT HOME BANK.**

Commissioner \_\_\_\_\_ seconded the motion to adopt the foregoing resolution, and the question being put to a vote, the result was as follows:

Commissioner Lance Harris	_____
Commissioner Katie McCabe	_____
Commissioner Barbara Bruce	_____
Commissioner Helen Moss Smith	_____
Commissioner Dana Wilson	_____

The motion has received the affirmative vote of the majority of the members present, the Chairman declared the motion carried and the resolution adopted, on this the 17th day of March, 2021.

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LANCE HARRIS, PRESIDENT/CHAIRMAN  
Natchez Convention Promotion Commission

**The motion carried unanimously.**

**Katie McCabe motioned, seconded by Dana Wilson, to empower and enable the executive director, Devin Heath, of the Natchez Convention Promotion Commission to expend up to \$10,000 from either the operating account or the marketing account so long as the expenditure is in the budget approved by the Natchez Convention Promotion Commission.**

**The motion carried unanimously.**

**Katie McCabe motioned, seconded by Lance Harris, to amend Account #5750-001 Sponsorships & Grants from \$25,000 to \$50,000 on the Fiscal Year 2021 Final Budget including MTRF approved budget which was approved by the Natchez Convention Promotion Commission by unanimous vote on August 25, 2020.**

**The motion carried unanimously.**

### **VISITORS**

- John Norris and Tate Taylor presented information on the Depot Project including development of a restaurant, and the bluff area to be financed in part by a tax incremental financing project in cooperation with the city, county, Natchez Inc., and requesting support of the Natchez Convention Promotion Commission. Plans for the development as presented include several updates such as the sidewalks along Broadway Street and High Street, electricity, lighting, drainage, public restrooms, and various other projects. Plans for multiple music events on the bluff were discussed to generate additional tourism and tax revenue sources for the potential TIF bond.
  - Lance Harris discussed a recent meeting he attended with Devin Heath, Katie McCabe, city and county officials, and Natchez Inc. to discuss the project and that a future request will be made to the NCPC to pledge its portion of the 1.5% food and beverage tax revenues to go toward the infrastructure investments at the Depot and along the Broadway Street and High Street area.
  - Lance Harris requested the timeframe for the group to present a formal request to the commission. Discussion occurred on the next step items needed to be ready to make a formal presentation.
  - Discussion occurred regarding the full scope of the development and payoff of the potential TIF bond.

**Lance Harris motioned, seconded by Helen Smith, to take the request presented by John Norris and Tate Taylor of Crooked Letter Productions under advisement and to create an exploratory committee consisting of the president / chairman, secretary / treasurer, and executive director of the Natchez Convention Promotion Commission to meet with their team to further discuss the details of the project and to be able to bring the request back to the commission at a future date.**

**The motion carried unanimously.**

- Matthew Hall presented a request from the Chamber of Commerce for the Natchez Young Professionals Bicycle Classic and discussed the marketing plan and demographics from the previously held event.

**Helen Smith motioned, seconded by Barbara Bruce, to approve the marketing funding request from the Natchez Chamber of Commerce Young Professionals Bicycle Classic in the amount of \$3,500.**

- Lance Harris recused himself.

**The motion carried unanimously.**

- Lance Harris noted for the record that Barbara Bruce joined the meeting at 1:30 and that Sarah Lynsey Laukhauff joined the meeting.
- 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. Mr. Tipton highlighted a virtual meeting with meeting planners on Angela Weathersby's report to be held April 9, 2021 which will include having lunch catered to the meeting planners at their desk and then host the virtual meeting.
  - Lance Harris requested for the record the Natchez Convention Center team include the Visit Natchez team including the Director of Sales Lynsey Smith and Executive Director Devin Heath on the April 9, 2021 virtual meeting.

#### **OLD BUSINESS**

- Lance Harris discussed a follow up conversation with Mayor Gibson regarding the process and timeline for appointing a new commissioner and requested Devin Heath follow up with the mayor.
- Katie Ernst presented multiple marketing funding requests.

**Barbara Bruce motioned, seconded by Dana Wilson, to approve and support the sponsorship request from the Mississippi Golf Management's Natchez golf tournament to be held June 4-6, 2021 in the amount of \$4,000.**

**The motion carried unanimously.**

**Katie McCabe motioned, seconded by Barbara Bruce, to approve and support the sponsorship request for the Norman Puckett Junior Golf Championship to be held August 7-8, 2021 in the amount of \$2,500.**

**The motion carried unanimously.**

## **NEW BUSINESS**

- Katie Ernst presented updates to the Marketing Funding and Assistance application and guidelines to focus on marketing funding and remove operational funding from future funding, updates to the follow up reporting, and formatting of the application.
  - Devin Heath discussed the need to distribute the funds evenly over the course of the year and not just on a few big weekends.
  - Discussion occurred regarding the updates and changes with a request being made to include language regarding the NCPC reserves the right to adjust the monthly allocation at their discretion.

**Lance Harris motioned, seconded by Katie McCabe, to table the revised Natchez Convention Promotion Commission Marketing Funding Guidelines and Application pending additional updates to be reviewed and approved via electronic communication.**

**The motion carried unanimously.**

## **DIRECTOR'S REPORT**

- Lynsey Smith presented her monthly board report.
- Katie Ernst presented her monthly board report.
  - Katie McCabe requested the full Lou Hammond and Advance Travel reports be sent to her via email.
- Devin Heath presented his monthly board report including a request to seek qualifications and proposals for a strategic plan.

**Lance Harris motioned, seconded by Barbara Bruce, to empower the executive director to work with the officers of the Natchez Convention Promotion Commission and legal council on the creation and execution of a request for qualifications and or request for proposals for a strategic plan for the Natchez Convention Promotion Commission.**

**The motion carried unanimously.**

**Lance Harris motioned, seconded by Dana Wilson, to create an exploratory committee to work on the creation of bylaws and to work with legal council with the committee to include Lance Harris, Katie McCabe, Dana Wilson, and Devin Heath.**

**The motion carried unanimously.**

## **PRESIDENT / CHAIRMAN REPORT**

- Lance Harris discussed the upcoming Mississippi Tourism Association Legislative Reception next week in Jackson.
- Lance Harris updated everyone on the process of finding a new office location and that he has been working with Katie McCabe and Devin Heath.

- Lance Harris followed up on information presented electronically regarding personnel and noted he will continue to work with legal council on moving forward.

**COMMISSIONER'S REPORT**

- Katie McCabe provided an update on recent meetings she attended with the city regarding the proposed 2% increase in lodging taxes for an additional bond issue and that the legislature is not currently interested in increasing special taxes at this time. She also discussed a meeting to open the current legislation and that ultimately it was determined that would not be a good fit at this time and that the city will revisit pursuing an additional tax on lodging by creating a separate piece of legislation next year.

**NEXT MEETING**

Wednesday, April 21, 2021

**ADJOURN**

**Katie McCabe motioned, seconded by Dana Wilson, to adjourn at 2:58 pm.**

**The motion carried unanimously.**

Attachments: Agenda

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Lance Harris, Chairman

ATTEST:

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Katie Johnson McCabe, Secretary / Treasurer