

NATCHEZ CONVENTION PROMOTION COMMISSION

Regular Meeting

Wednesday, April 21, 2021 1:12 pm

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

Commissioners Absent:

Staff: Devin Heath & Katie Ernst

Guests: Peyton Cavin, Walter Tipton, and Sarah Lindsey Laukhuff

CALL TO ORDER & WELCOME

- Katie McCabe called the meeting to order and welcomed everyone; she noted for the record Lance Harris and Dana Wilson are attending via GoToMeeting and therefore all actions will be taken via roll call vote.

APPROVE MINUTES

Helen Smith motioned, seconded by Dana Wilson, to approve the minutes from the regular meeting of March 17, 2021.

- **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.

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

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

The motion carried unanimously.

NATCHEZ CONVENTION CENTER

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

- Katie McCabe presented for the record a copy of an e-mail vote and the updated language to the marketing funding request guidelines.

NEW BUSINESS

- Katie Ernest presented multiple funding requests including recommendations provided by TMAC.

Lance Harris motioned, seconded by Helen Smith, to accept and approve the Y'all Means All marketing assistance application in the amount of \$3,000 per the recommendation of TMAC.

- **Katie McCabe – Yay**
- **Helen Smith – Yay**
- **Dana Wilson – Yay**
- **Lance Harris - Yay**

The motion carried unanimously.

Helen Smith motioned, seconded by Katie McCabe, to accept and approve the marketing assistance funding request from Mississippi Heritage Trust Listen Up! Historic Preservation Conference and MHT Annual Membership Meeting to be held June 10-11, 2021 in the amount of \$2,500 per the recommendation of TMAC.

- **Katie McCabe – Yay**
- **Helen Smith – Yay**
- **Dana Wilson – Yay**
- **Lance Harris - Yay**

The motion carried unanimously.

Katie McCabe motioned, seconded by Helen Smith, to accept and approve the marketing assistance funding request from Southwest Wellness Association of Mississippi's Soul Food Fusion Festival 2021 in the amount of \$2,500 to be utilized on marketing and a \$1,500 Gumbo sponsorship with the event tickets being utilized to promote the event to a wider audience utilizing the Visit Natchez marketing channels.

- **Katie McCabe – Yay**
- **Helen Smith – Yay**
- **Dana Wilson – Yay**
- **Lance Harris - Yay**

The motion carried unanimously.

Helen Smith motioned, seconded by Dana Wilson, to accept and approve the marketing assistance funding request from Natchez Opera Festival for the Natchez Festival of Music's 2021 season in the amount of \$4,000 per the recommendation of TMAC.

- **Katie McCabe – Yay**
- **Helen Smith – Yay**
- **Dana Wilson – Yay**
- **Lance Harris - Yay**

The motion carried unanimously.

STAFF REPORTS

- Devin Heath presented Lynsey Smith's sales report including updates with international tourism and group meetings.
- Katie Ernst presented her report including data from the Advance Media campaigns.

DIRECTORS REPORT

- Devin Heath presented his report including an update on community relations and National Travel and Tourism Week. He discussed plans to complete a strategic plan, current open positions, and executing bylaws.

PRESIDENT / CHAIRMAN REPORT

- Lance Harris discussed the continued effort to locate a new office location.

NEXT MEETING

Wednesday, May 19, 2021

ADJOURN

Katie McCabe motioned, seconded by Helen Smith, to adjourn at 2:38 pm.

The motion carried unanimously.

- **Katie McCabe – Yay**
- **Helen Smith – Yay**
- **Dana Wilson – Yay**
- **Lance Harris – Yay**

Attachments: Agenda

Marketing Funding Assistance Guidelines as presented for the record

E-mail vote to approve Marketing Funding Assistance Guidelines

Lance Harris, Chairman

ATTEST:

Katie Johnson McCabe, Secretary / Treasurer