

**NATCHEZ CONVENTION & PROMOTION COMMISSION**  
**Regular Meeting**  
**Wednesday, December 15, 2021 1:10 pm**

Commissioners Present: Robbie Cade-Furdge, Katie McCabe, Lance Harris, Dana Wilson, & Helen Smith  
Commissioners Absent: Barbara Bruce  
Staff: Katie Ernst, Lynsey Gilbert, Sarah Sookraj, Roscoe Barnes & Devin Heath  
Guests: Walter Tipton & Peyton Cavin

**CALL TO ORDER & WELCOME**

- Helen Smith called the meeting to order and welcomed everyone.

**FINANCIALS**

- Peyton Cavin with Silas Simmons presented the financials.

**Helen Smith motioned, seconded by Katie McCabe, to accept and approve the payment docket and financials as presented with one correction to the coding for Sammy Qadan for sales promotion.**

**The motion carried unanimously.**

1:13pm Sarah Lindsey Laukhuff arrived.

1:20pm Mayor Dan Gibson arrived.

**APPROVE MINUTES**

October 6, 2021

**Lance Harris motioned, seconded by Katie McCabe to accept and approve the minutes for the October 6, 2021 meeting barring the stated cleanup of the amendments.**

**The motion carried unanimously.**

October 19, 2021

**Katie McCabe motioned, seconded by Lance Harris to approve the October 19, 2021 minutes.**

**The motion carried unanimously.**

October 25, 2021

**Lance motioned, seconded by Robbie Cade-Furdge to approve the October 25, 2021 minutes.**

**The motion carried unanimously.**

November 17, 2021

**Robbie Cade-Furdge motioned, seconded by Katie McCabe to approve the November 17, 2021 minutes with the stipulation of the cleanup of the edits.**

**The motion carried unanimously.**

November 29, 2021

**Dana Wilson motioned, seconded by Lance Harris to approve the November 29, 2021 minutes.**

**The motion carried unanimously.**

#### **NEW BUSINESS**

Katie Ernst presented multiple funding requests including recommendations provided by TMAC.

**Katie McCabe for the record directed that we forward previous correspondence regarding previously sponsored events that were not held by Movies on the Mississippi to be given the opportunity to respond and clarify their request.**

**Lance Harris motioned, seconded by Katie McCabe to follow the TMAC recommendation to support the Natchez Euro Fest Classic European Auto and Motorcycle Show in the amount of \$2,500.00.**

**The motion carried Unanimously.**

**Katie McCabe motioned, seconded by Robbie Cade-Furdge to accept and approve the marketing request for Miss Lou Fireworks for a platinum sponsorship in the amount of \$2,500.00.**

**The motion carried unanimously.**

#### **OLD BUSINESS**

**Lance Harris motioned, seconded by Dana Wilson, named Katie McCabe as chairperson for a new Hotel Occupancy Research Committee. Katie McCabe will have the authority to create her own committee and present the results to the NCPC at some undetermined time in the future.**

- Brand Map for Stamp

**Lance Harris motioned, seconded by Dana Wilson, to accept and implement the recommended success statement to grow annual occupancy by 2025 by 15% over 2019 by working with Natchez, MS stakeholders to offer relevant travel experiences to leisure travelers and group planners through**

product development, curation and assistance, tourism economic system collaboration promotional effort and direct outreach to be utilized in the project we have ongoing with Stamp.

The motion carried unanimously

Helen Smith requested a ratification of the new committee assignments as HR Committee Members be Dana Wilson, Barbara Bruce and Helen Smith. The Budget Committee members Lance Harris, Katie McCabe and Robbie Cade Furdge.

Lance Harris motioned to ratify the committee assignments as presented by Helen Smith.

#### **EXECUTIVE SESSION**

Lance Harris motioned, seconded by Katie McCabe to go into closed determination.

The motion carried unanimously.

- Lance Harris welcomed everyone back to regular session at 4:21pm.

Lance Harris motioned, seconded by Katie McCabe, to empower the Executive Director and HR committee to advertise and post the job description for Marketing, Social Media and Digital Manager as discussed in executive session with the amended changes made in executive session allowing them to precede in the hiring process for a candidate on a future date.

The motion carried unanimously.

#### **ADJOURN**

Lance Harris motioned , seconded by Katie McCabe to adjourn the meeting at 4:22pm.

The Motion carried unanimously.

ATTEST:

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Helen Smith, Chairman

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Robbie Cade-Furdge Secretary/Treasurer