

UNITED STATES OF AMERICA  
STATE OF MISSISSIPPI  
COUNTY OF LAFAYETTE  
CITY OF OXFORD  
OXFORD TOURISM COUNCIL  
BOARD MEETING

July 27, 2026 12:00 p.m.

CALL TO ORDER:

List called the meeting of the Oxford Tourism Council to order at 12:06 p.m. on Monday, July 27th 2026. The OTC meeting was held at the Oxford Conference Center.

Members present:

Nicole List – Chair  
Rob Forster – Treasurer  
Nicholas Brown – Board Member  
Corinne Jackson – Board Member  
Linda Spargo – Board Member  
Paul Watkins – Attorney  
Kinney Ferris – Executive Director  
Nadia Thornton – Director of Sales & Marketing  
Leah Veazey – Visitor Engagement & Operations Manager  
Laine Mitchell – Community & Events Partnerships Manager  
Hanna Fourie – Content & Marketing Manager  
Chloe Tucker – Group Sales Associate  
Jaci Cook-Dandos – Sports Sales Manager  
Lee Ann Stubbs – Double Decker Arts Festival Coordinator

AGENDA:

List asked for approval of the agenda. Jackson moved to approve the agenda. Brown seconded. Motion carried unanimously.

APPROVE THE  
CONSENT AGENDA:

Brown moved to approve the consent agenda. Jackson seconded. Motion carried unanimously.

## NEW BUSINESS:

Approval of Updated  
Policies & Procedures  
For Visit Oxford:

Ferris shares an update to the VO policies and procedures manual. These updates are in the training/travel section of the manual. Jackson made a motion to approve of the updates and Brown seconded. Motion carried unanimously.

Approval of Contract  
Renewal with Placer.ai:

Thornton asks the OTC board for approval of the Placer.ai contract renewal. The renewal of the contract for FY27 is \$32,478. Spargo made a motion to approve of the contract renewal and Forster seconded. Motion carried unanimously.

Approval of Contract  
Renewal with AirDNA:

Thornton asks the OTC board for approval of the AirDNA contract renewal. The renewal of the contract is \$10,725 for FY27. Spargo made a motion to approve of the contract and Forster seconded. Motion carried unanimously.

Approval of Advertising  
Contract with Miles  
Partnership:

Thornton shares the contract with Miles Partnership which is the new ad agency for Visit MS. This is a match grant through Visit MS with Visit Oxford. The total spend for Visit Oxford's portion of the contract is \$92,003. Forster made a motion to approve of the contract with Miles Partnership and Jackson seconded. Motion carried unanimously.

Approval of Contract  
With Learfield:

Thornton asks the OTC board for approval of the advertising contract with Learfield. The total of the contract for FY27 is \$75,000. Forster made a motion to approve of the contract with Learfield and Spargo seconded. Motion carried unanimously.

Consider Approval of  
Contract with Compass  
Media:

Thornton asks for approval of the advertising contact with Compass Media. This is for an ad in the annual MS Tour Guide. The total spend for this contract is \$11,600. Jackson made a motion to approve of the contact and Brown seconded. Motion carried unanimously.

Old Business:

Updates to FY27  
Budget:

Ferris gave updates to the FY27 budget draft.

VISIT OXFORD TEAM REPORT: Ferris shared the Visit Oxford team report for July 2026. Ferris discusses the Teams accomplishments and upcoming events for the rest of July and August.

DOUBLE DECKER ARTS  
Festival Report:

Stubbs gives an update to the planning for the Double Decker Arts Festival 2027. This includes talent buying meetings with Caradine.

COMMISSIONED MEMBER  
REPORTS:

University of Mississippi:

No new report

Oxford/ Lafayette Chamber/ EDF:

No new report

Oxford Conference Center:

No new report

ALDERMAN REPORT-

No new report

COMMITTEE REPORTS:

Executive/Finance Committee: No new report

Partnerships Committee: No new report

Advocacy/Outreach Committee: No new report

CONSIDER EXECUTIVE  
SESSION:

Spargo made a motion to move into executive session for personnel matters at 1:01pm and Brown seconded the motion. During executive session there was discussion about a new training and certification program for Visit Oxford. Forster motioned to adopt the Training and Certification policy and Spargo seconded. Motion carried unanimously. Forster made a motion to leave executive session at 1:42 pm and Jackson seconded. Motion carried unanimously.

ADJOURN:

Forster moved to adjourn the meeting at 1:43 pm and Jackson seconded. Passed unanimously. List declared the meeting adjourned.

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Kinney Ferris, Executive Director

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Nicole List, Chair