

RIVER PARISHES

TOURIST COMMISSION

December 20th 2018

Meeting Minutes

Meeting Attendance

Present: Peggy Joseph, Bruce Delatte, Michelle Jenkins, Betty Joseph, Dolores Florent, Paul Aucoin, Dolores Florent

Staff: Jo Banner, Rena Jackson, Buddy Boe, Willma Harvey

Absent: Garret Monti, Angie Matherne

Stakeholders/Guests: Shawn Adams, Dayne James, Hillary Loebor, Gary Watson, Yolanda Fleming Williams, Rhonda Dents, Pamelo B. Allen, Laverna Tombs, Cory Cart, Ryan Warren, Malcolm Donseroux, Latisha Cotton, Leslie Barrett, Lois Frank, Greg Maurin, Michelle Octave, Keith Green Jr.; Steven L. Fraker; Ethan Rodrique; Galon Schum; Jamie Reynolds; Lauren Durall; Jesse Lambert; Ophelia Battle, Cathy Matherne, Arthur Matherne

AGENDA

- I. **Call to Order** – Peggy Joseph
- II. **Prayer** – Delores Florent
- III. **Pledge**-Michelle Jenkins
- IV. **Public Comment**
- V. **December 2018 Agenda** – A motion was made by Bruce Delatte and second by Delores Florent. The motion was unanimously approved.
- VI. **November 2018 Minutes** – A motion was made by Bruce Delatte and second by Michelle Jenkins. The motion was unanimously approved.
- VII. **Financials** – A motion was made by Angie Matherne and seconded by Garret Monti to approve the November financials comparing budget figures to actuals. The motion was unanimously approved.

- **Resolution 18-40 -Deferred Compensation Plan Matching Program-**
A motion was made by Paul Aucoin and second by Bruce Delatte. The motion was unanimously approved.
- **Resolution 18-41 – Cell Phone Stipend Policy**
A motion was made by Bruce Delattle and second by Michelle Jenkins. The motion was unanimously approved.

VIII. Executive Director’s Report

Operations

- Ribbon Cutting – January 17th 9am then meeting
- **Resolution 18-42- 2019 Meeting Dates** -A motion was made by Delores Florent and second by Michelle Jenkins. The Motion was unanimously approved.

Community Engagement

- Annual Council updates – Mr. Boe stated that he presented to all three Parish Councils in the month of December and will do so semi-annually.
- **Resolution 18-43 – LTLA Scholarship** –A motion was made by Paul Aucoin and second by Bruce Delatte. The Motion was unanimously approved.

Advertising and PR - HDM

- Digital - Cory presented information about the most recent videos and stated that a digital ad buy would go with each video’s release.
- Videos

Film

- St. John Center Update - Mr Boe apologized for the lack of a report. Ms. Banner updated the board on the most recent events.
- River Parish Film Commission Update – no update

Communications

- Communications Report - Mr. Boe apologized for the lack of a report.
 - After Action Reports

Sales/Business Development Report – Ms. Harvey presented a “Sales 101” to the board to explain the process from a trade show to a lead to a booking. Also, Mr. Boe announced the plan to hold a

- After Action Reports

Upcoming Schedule

- International Media Markplace- Jan 23-26, New York City (Buddy)
- American Bus Association- Jan 25-29, Louisville (Willma)
- Washington Mardi Gras- Jan 31st -Feb 3rd

IX. Chairman’s Report

- Next Board meeting –January 17th @ 10am

X. **Adjournment** – A motion was made by Michelle Jenkins, and second by Bruce Delatte. The motion was unanimously approved.