

RIVER PARISHES

TOURIST COMMISSION

Agenda

March 28, 2019

10 am @ St. John Parish Council Chambers

- I. Call to Order / Roll Call
- II. Prayer and Pledge of Allegiance
- III. Public Comment

- IV. Agenda - *Action*

- V. Minutes
 - February 2019 Regular Meeting – *Action*

- VI. Financial
 - February 2019 – *Action*
 - Resolution 19-09 – TripShock Partnership Agreement – *Action*

- VII. Executive Director's Report
 - Operations
 - Ribbon Cutting – April 18, 2019
 - Deputy Director of Operations
 - Community Engagement
 - River Region Cruise Terminal Update
 - Maurepas Swamp Monster Race
 - Advertising & PR – HDM
 - Resolution 19-10 – Destination Strategic Plan and Brand Analysis – *Action*
 - Film
 - St. John Center Report
 - Communications Report
 - Upcoming Press Visits
 - Sales/Business Development Report
 - Update on bookings, events, groups
 - Upcoming Schedule
 - LOT Sales Mission – Mar 31-April 4, Toronto/Montreal (Buddy) Sales
 - Certified Destination Management– April 8-13, Banff (Buddy) Education

- VIII. Chairman's Report
 - Next Board Meeting – April 18th

- IX. Adjourn