

RIVER PARISHES

TOURIST COMMISSION

- Resolution 21-07 – Adopting River Region Chamber of Commerce Sponsorship Renewal 2021/2022 - *Action*

Approving River Region Chamber of Commerce Sponsorship Renewal 2021/2022

APPROVE M/TS 2/CL (4-0-1)
GM/Y TS/Y PA/A CL/Y RT/Y

Commissioner Paul Aucoin recused himself for conflict of interest as he is a board member of the River Region Chamber of Commerce. Keith Green approved his recuse.

At 10:19am: Commissioner Elizabeth Joseph joined the meeting.

VII. Executive Director's Report

- Operations
- River Region Cruise Terminal Monthly Update
- Sales Report / St John Center
- Marketing & Public Relations Report

10:31am:

- EJ: Asked about Farmers Markets- wanted to also have St. John the Baptist Parish included in event planning conversations
- TS: Asked when Facebook (FB) blocked us from posting sponsored ads and why Answer(A): Over 30 days, being investigated by Ad Agency
- PA: Asked how many FB "friends" LARP page had A: 10,000
- RT: Asked who is producing and approving sponsored content on FB A: Content is produced by Ad Agency, Approved by Executive Director and reviewed by Digital Content Manager
- EJ: Asked how we resolve issue with FB A: Some posts are monitored by Artificial Intelligence and others by live humans at FB- Ad Agency is working to get human review
- TS: Asked if legal action should be made against FB A: Keith Green was not aware of issue—
- GM: Suggested to contact LOT to write a letter from BN's office to appeal shadow-ban from FB
- JR: Shared information on attendance of Washington DC Mardi Gras
- PA: Reminded LARP that we have sponsored breakfast in the past at DC Mardi Gras
- JR: Presented that LARP will have a booth with Louisiana Office of Tourism at DC Mardi Gras evening event for awareness

VII. Chairman's Report

- Next Board Meeting – August 19, 2021

IX. Adjourn

APPROVE M/EJ 2/PA (6-0-0)
GM/Y TS/Y EJ/Y PA/Y CL/Y RT/Y