

RIVER PARISHES

TOURIST COMMISSION

MINUTES

Regular Board Meeting

December 16, 2021, 10 am

1811 West Airline Hwy, LaPlace, LA

Commission: Garrett Monti (Chairman), Elizabeth Joseph (Vice-Chair), Camella Landry (Secretary/Treasurer), Tracy Smith, Ricardo Smith, Paul Aucoin, Robert Taylor

- I. Call to Order / Roll Call (10:02am)
GM TS RS EJ PA CL RT (7-0)
- II. Prayer and Pledge of Allegiance EJ prayer CL pledge
- III. Agenda – *Action* (10:04am)
APPROVE M: CL 2: PA
GM TS RS EJ PA CL RT (7-0)
- IV. Public Comment START: 10:05am END: 10:05am
NO PUBLIC COMMENTS
- V. Minutes (10:06am)
 - October 2021 Regular Meeting Minutes– *Action*
 - Approving the minutes of the October 2021 meeting.
APPROVE M: EJ 2: RT
GM TS RS EJ PA CL RT (7-0)
- VI. Financial (10:06am)
 - October 2021 Monthly Financials – *Action*
 - Approving the monthly financials for October 2021.
APPROVE M: PA 2: TS
GM TS RS EJ PA CL RT (7-0)
TS: 1811 slave revolt video, one time cost or monthly expense?
JR: one-time payment
 - November 2021 Monthly Financials – *Action*
 - Approving the monthly financials for November 2021.
APPROVE M: TS 2: RS
GM TS RS EJ PA CL RT (7-0)
PA: What is the delay in reopening hotels?
JR: Staffing and funding

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TS: Any financials coming in to help offset the deficit from closed hotels?

JR: We received a grant to help with hotel recovery

RT: How did we get the grant?

JR: From the state, they determined the amount we were approved for

VII. Approvals (10:18am)

- 2022 Meeting Schedule – **Action**

- Adopting the formal meeting schedule of the Commission for 2022.

APPROVE M: EJ 2: CL
GM TS RS EJ PA CL RT (7-0)

EJ: Asked if we could make schedule to look like 2021 with a break

JR: Schedule must be booked in full, it can be amended once in place

- Bonfire CEA – **Action** (10:24am)

- Adopting the annual agreement for the Festival of the Bonfires.

APPROVE M: RT 2: PA
GM TS RS EJ PA CL RT (7-0)

- Resolution 21-10 – 2022 Louisiana Alive! Sponsorship - **Action**

- Adopting the 2022 Louisiana Alive! Sponsorship

ADOPT M: EJ 2: TS
GM TS RS EJ PA CL RT (6-0; 1 Abstain)
PA recused himself from voting, due to conflict of interest

VIII. Executive Director's Report (10:30am)

- Operations
- Bonfire Country Season Update
- River Region Cruise Terminal Monthly Update
- Sales Report / St John Center
- Marketing & Public Relations Report
- Conferences
- Community Engagement

EJ: Where is bonfire video playing?

AW: On YouTube with 1,000 hits and resulted in 30k views of bonfires website

EJ: How have bookings been notified of cancellations at St. John Community Center?

WH: All bookings have been notified and given options to reschedule in our area

EJ: Made suggestion that we need better community presence

GM: Made suggestion to run promotional videos on each parishes' access channel

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IX. Chairman's Report

- Election of Officers (10:52am)
 - Nomination of River Parishes Tourist Commission Chairman for 2022
 - Approving the nomination of the Commission Chairman for 2022.
NOMINATION PA Nominated GM
M: PA 2: EJ

CLOSED/APPROVE M: PA 2: TS
GM TS RS EJ PA CL RT (7-0)
 - Nomination of River Parishes Tourist Commission Vice Chairman for 2022
 - Approving the nomination of the Commission Vice Chairman for 2022.
NOMINATION CL Nominated EJ
M: CL 2: RT

CLOSED/APPROVE M: PA 2: TS
GM TS RS EJ PA CL RT (7-0)
 - Nomination of River Parishes Tourist Commission Secretary/Treasurer for 2022
 - Approving the nomination of the Commission Secretary/Treasurer for 2022.
NOMINATION EJ Nominated CL
M: EJ 2: PA

CLOSED/APPROVE M: PA 2: TS
GM TS RS EJ PA CL RT (7-0)
- Proposed Next Board Meeting – January 20, 2022

X. Adjourn

APPROVE M: EJ 2: PA
GM TS RS EJ PA CL RT (7-0)