

# RIVER PARISHES

## TOURIST COMMISSION

### Meeting Agenda

August 18, 2022, 10 am

1811 West Airline Hwy, LaPlace, LA

- I. Call to Order / Roll Call
- II. Prayer and Pledge of Allegiance
- III. Agenda – *Action*
- IV. Public Comment
- V. Minutes
  - June 2022 Regular Meeting Minutes – *Action*
    - Adopting the minutes of the June 16, 2022, Regular meeting.
- VI. Financial
  - June 2022 Monthly Financials – *Action*
    - Adopting the monthly financials for June 2022.
  - July 2022 Monthly Financials – *Action*
    - Adopting the monthly financials for July 2022.
- VII. Approvals
  - Resolution 22-11 – Auditor Annual Engagement – *Action*
    - A resolution authorizing the Executive Director to sign the letters of engagement with Martin & Pellegrin CPA to conduct the audit of the financial statements and statewide agreed-upon procedures for the fiscal year ended June 30, 2022.
    - Approving the Auditor Annual Engagement for the fiscal year ended June 30, 2022.
  - Resolution 22-12– River Region Chamber of Commerce Annual Investment Sponsorship Renewal 2022/2023 – *Action*
    - Approving the River Region Chamber of Commerce Annual Investment Sponsorship Renewal 2022/2023.
  - Resolution 22-13 – Cabela’s King Kat Tournament Trail Confidential Sponsorship Agreement – *Action*
    - Approving and authorizing the Executive Director to sign Cabela’s King Kat Tournament Trail Confidential Sponsorship Agreement.
- VIII. Executive Director’s Report
  - Operations
    - Deveney
      - Media Training by Deveney (August 12)
      - Satellite Media Tour (Aug 25)

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- Leadership River Region “Class of 2022” – Kiki Mannear
- Office Move
- River Region Cruise Terminal Monthly Update
  - Press Release Event – American Cruise Lines
- Louisiana Steam Train Association Update
- Sales Report
- Marketing & Public Relations Report
- Sponsorships
  - Veterans Memorial Mississippi River Bridge 5K Run – Saturday, November 5, 2022
  - Armadillo Dash Trail Run scheduled for November 19, 2022
- Conferences
  - Sales & Marketing Symposium – Bossier City, LA (June 28-29)
  - GUMBO – Spotlight on the Southeast, St. Mary Parish (July 11-14)
  - Destination Internationals – Toronto, Canada (July 18-22)
  - South Central Motorcoach – Peachtree City, Georgia (July 24-27)
  - Louisiana Municipalities Association 85<sup>th</sup> Convention – Lafayette, LA (July 28-29)
  - ESTO – Grand Rapids, Michigan (Aug 6-9)
  - Connect Marketplace – Detroit, Michigan (Aug 8-10)
  - Louisiana Travel Summit 2023 – Lake Charles, LA (Aug 23-25)
- Community Engagement
  - Juneteenth Celebrations
  - Edward Dufresne Community Center
    - River Parishes Tourist Commission
      - Marketing Partner Quarterly Luncheon Meeting (June 23)
    - River Region Chamber of Commerce
      - REVERSE Trade Show (June 30)
  - Independence Day Celebrations
  - Essence Festival 2022 Participation

### IX. Chairman’s Report

- Next Regular Board Meeting – September 15, 2022

### X. Adjourn