

# RIVER PARISHES

## TOURIST COMMISSION

### Regular Meeting Agenda

April 18, 2024, 5 pm

1720 Highway 44, Reserve, LA 70084

- I. Call to Order / Roll Call
- II. Prayer and Pledge of Allegiance
- III. Approval of Current Agenda – *Action*
  - a. Motion to approve the current agenda of April 18, 2024.
- IV. Public Comment
- V. Approval of Minutes
  - a. February 2024 Regular Meeting Minutes – *Action*
    - i. Motion to approve the minutes of February 15, 2024, Regular Meeting.
- VI. Financial
  - a. February 2024 Monthly Financials – *Action*
    - i. Motion to approve the monthly financials for February 2024.
  - b. March 2024 Monthly Financials – *Action*
    - i. Motion to approve the monthly financials for March 2024.
- VII. Approvals
  - a. Resolution 2024-02 – 2024 Insurance Renewal - *Action*
    - i. Motion to approve the authorization of the Executive Director to renew the health, dental, vision, disability, and life insurance policies of the River Parishes Tourist Commission.
  - b. Resolution 2024-03 – Cooperative Endeavor Agreement (CEA) with St. John the Baptist Parish for regular and special meetings - *Action*
    - i. Motion to approve the authorization of the Executive Director to sign the CEA Renewal, after final legal review, with the St. John the Baptist Parish Council for the use of their public buildings for the Commission’s regular and special meetings.
  - c. Resolution 2024-04 – Professional Services Agreement Renewal with Deveney Communications, LLC – *Action*
    - i. Motion to approve the authorization of the Executive Director to sign the Professional Services Agreement Renewal with Deveney Communications, LLC to provide creative (advertising, marketing) services.

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- d. Resolution 2024-05 – Louisiana Travel Association (LTA) “Culinary GOLD Sponsorship” – **Action**
    - i. Motion to approve for the LTA “Culinary GOLD Sponsorship
  - e. Resolution 2024-06 – K. Levy’s Legends Music Festival 2024 Sponsorship – **Action**
    - i. Motion to approve for the K. Levy’s Legends Music Festival 2024 Sponsorship
  - f. Gulf Coast Office Products Renewal Proposal Selection – **Action**
    - i. Motion to approve the Gulf Coast Office Products Renewal Proposal selected by the Commission.
- VIII. Executive Director’s Report
- a. Operations
  - b. American Cruise Lines Update
  - c. Louisiana Steam Train Association Update
  - d. Sales Report
  - e. Marketing & Public Relations Report
- IX. Conferences/FAM Tours
- a. Sports ETA Symposium – Portland Oregon (Apr 22-26)
  - b. Paris Soul & Beyond | Historic Riverlands (Apr 28-May 1)
- X. Community Engagement/Events
- a. Alice Dreaming of Wonderland – Lafon Performing Arts, Luling (Apr 19)
  - b. 2<sup>nd</sup> Annual Spring Garden & Pet Show – Destrehan Plantation (Apr 20-21)
  - c. 5<sup>th</sup> Annual Aviation Awareness Day, Port of South Louisiana – Reserve (Apr 20)
  - d. 2<sup>nd</sup> Annual Mimosa Festival Jazz Edition – LaPlace, LA (Apr 21)
  - e. St. John Parish Sheriff’s Office – 9<sup>th</sup> Annual Kid’s Fishing Event - Bonnet Carre Spillway Boat Launch, Norco (Apr 27)
  - f. National Economic Development Week (May 6-10)
  - g. National Travel and Tourism Week (May 19-25, 2024)
  - h. [www.LARiverParishes.com/ourevents/](http://www.LARiverParishes.com/ourevents/) for more events.
- XI. Chairman’s Report
- a. Contracts Committee Report
  - b. Next Regular Board Meeting – June 20, 2024 @ 5pm
- XII. Adjourn – **Action**
- a. Motion to adjourn.