

# RIVER PARISHES

## TOURIST COMMISSION

### Regular Meeting Agenda

June 20, 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 June 20, 2024.
- IV. Public Comment
- V. Approval of Minutes
  - a. April 2024 Special Meeting Minutes – *Action*
    - i. Motion to approve the minutes of April 18, 2024, Special Meeting.
    - ii.
  - b. April 2024 Regular Meeting Minutes – *Action*
    - i. Motion to approve the minutes of April 18, 2024, Regular Meeting.
- VI. Financials
  - a. April 2024 Monthly Financials – *Action*
    - i. Motion to approve the monthly financials for April 2024.
  - b. May 2024 Monthly Financials – *Action*
    - i. Motion to approve the monthly financials for May 2024.
- VII. Approvals
  - a. *Resolution 2024-07* – 2024/2025 Annual Budget – *Action*
    - i. Motion to approve the 2024/2025 Annual Budget.
  - b. *Resolution 2024-08* – Louisiana Office of Tourism’s Cooperative Marketing Program (CMP) FY 2025 – *Action*
    - i. Motion to approve the authorization of the Executive Director to sign CMP FY 2025.
  - c. *Resolution 2024-09* – River Region Chamber of Commerce Annual Investment Sponsorship Renewal 2024/2025 – *Action*
    - i. Motion to approve the River Region Chamber of Commerce Annual Investment Sponsorship Renewal 2024/2025.
  - d. *Resolution 2024-10* – Southeast Louisiana Gumbo 2024 Annual Participation – *Action*
    - i. Motion to approve for the Southeast Louisiana Gumbo 2024 Annual Participation.

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- e. *Resolution 2024-11 – 2024-2025 Lafon Performing Arts Center Encore Partnership – Action*
  - i. Motion to approve the 2024-2025 Lafon Performing Arts Center Encore Partnership.

### 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. Destinations International: 2024 Annual Convention – Tampa, FL (July 16-18)
- b. Connect 2024 RTO Fall Marketplace – Milwaukee, WI (August 27-29)
- c. Louisiana Travel Summit – Shreveport, LA (Aug 27-29)

### X. Community Engagement/Events

- a. 2<sup>nd</sup> Quarter Marketing Partner Luncheon – Port of South Louisiana, Reserve (June 27)
- b. [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 – August 15, 2024 @ 5pm

### XII. Adjourn – *Action*

- a. Motion to adjourn.