

**River Parishes Tourist Commission**  
**Regular Board Meeting | April 18, 2024 | Official Minutes**

The Board of Directors of the River Parishes Tourist Commission met on Thursday, April 18, 2024, at the Port of South Louisiana Office located at 1720 Louisiana Highway 44 in Reserve, Louisiana.

**Call To Order**

The meeting was called to order by Secretary-Treasurer, Camella Landry, 5:01 PM.

**Roll Call**

Willma Harvey, the Director of Sales and Business Development called the roll.

| <b>Board Member</b> | <b>Board Assignment</b> | <b>Attendance</b> |
|---------------------|-------------------------|-------------------|
| Terrence Jones      | Vice Chairman           | Present           |
| Camella Landry      | Secretary-Treasurer     | Present           |
| Elizabeth Joseph    | Commissioner            | Present           |
| Noble Benoit        | Commissioner            | Present           |
| Ricardo Smith       | Commissioner            | Absent            |
| Tracy Smith         | Commissioner            | Absent            |
| Bradley Poche       | Commissioner            | Present           |
| Bonnie Dinvaut      | Commissioner            | Present           |

**Prayer and Pledge of Allegiance**

Commissioner Terrence Jones led the Prayer, and Commissioner Bradley Poche led the Pledge of Allegiance.

**Approval of Agenda**

Commissioner Terrence Jones motioned to approve the Agenda for the April 18, 2024, Regular Board Meeting. Commissioner Bradley Poche seconded the motion. Secretary-Treasurer, Camella Landry, called the question with the following results:

|                               |       |        |
|-------------------------------|-------|--------|
| Commissioner Terrence Jones   | Voted | Yes    |
| Commissioner Camella Landry   | Voted | Yes    |
| Commissioner Elizabeth Joseph | Voted | Yes    |
| Commissioner Noble Benoit     | Voted | Yes    |
| Commissioner Ricardo Smith    | -     | Absent |
| Commissioner Tracy Smith      | -     | Absent |
| Commissioner Bradley Poche    | Voted | Yes    |
| Commissioner Bonne Dinvaut    | Voted | Yes    |

The motion having been duly made and seconded, and a favorable vote received from the Board, Secretary-Treasurer declared the motion adopted on April 18, 2024.

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**Public Comment**

Secretary-Treasurer, Camella Landry, asked if there were any public comments and noted if there were any, the comments were limited to two minutes. There were no public comments.

**Approval of Minutes**

Commissioner Noble Benoit motioned to approve the February 15, 2024, Regular Board meeting minutes. Commissioner Elizabeth Joseph seconded the motion. Secretary-Treasurer, Camella Landry, called the question with the following results:

|                               |       |        |
|-------------------------------|-------|--------|
| Commissioner Terrence Jones   | Voted | Yes    |
| Commissioner Camella Landry   | Voted | Yes    |
| Commissioner Elizabeth Joseph | Voted | Yes    |
| Commissioner Noble Benoit     | Voted | Yes    |
| Commissioner Ricardo Smith    | -     | Absent |
| Commissioner Tracy Smith      | -     | Absent |
| Commissioner Bradley Poche    | Voted | Yes    |
| Commissioner Bonne Dinvaut    | Voted | Yes    |

The motion having been duly made and seconded, and a favorable vote received from the Board, Secretary-Treasurer, Camella Landry, declared the motion adopted on April 18, 2024.

**Financials**

Executive Director, Denise Burrell, presented the “budget to actual” financial statements for February 2024 and March 2024. Secretary-Treasurer, Camella Landry, requested individual votes from each commissioner that were present at the meeting.

Commissioner Elizabeth Joseph motioned to approve the February 2024 Financial Statements. Commissioner Terrence Jones seconded the motion. Secretary-Treasurer called the question with the following results:

|                               |       |        |
|-------------------------------|-------|--------|
| Commissioner Terrence Jones   | Voted | Yes    |
| Commissioner Camella Landry   | Voted | Yes    |
| Commissioner Elizabeth Joseph | Voted | Yes    |
| Commissioner Noble Benoit     | Voted | Yes    |
| Commissioner Ricardo Smith    | -     | Absent |
| Commissioner Tracy Smith      | -     | Absent |
| Commissioner Bradley Poche    | Voted | Yes    |
| Commissioner Bonne Dinvaut    | Voted | Yes    |

The motion having been duly made and seconded, and a favorable vote received from the Board, Secretary-Treasurer declared the motion adopted on April 18, 2024.

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Commissioner Elizabeth Joseph motioned to approve the March 2024 Financial Statements. Commissioner Terrence Jones seconded the motion. Secretary-Treasurer called the question with the following results:

|                               |       |        |
|-------------------------------|-------|--------|
| Commissioner Terrence Jones   | Voted | Yes    |
| Commissioner Camella Landry   | Voted | Yes    |
| Commissioner Elizabeth Joseph | Voted | Yes    |
| Commissioner Noble Benoit     | Voted | Yes    |
| Commissioner Ricardo Smith    | -     | Absent |
| Commissioner Tracy Smith      | -     | Absent |
| Commissioner Bradley Poche    | Voted | Yes    |
| Commissioner Bonne Dinvaut    | Voted | Yes    |

The motion having been duly made and seconded, and a favorable vote received from the Board, Secretary-Treasurer declared the motion adopted on April 18, 2024.

**Approvals**

Resolution 2024-02 – 2024 Insurance Renewal

Executive Director, Denise Burrell, presented Resolution 2024-02 for the renewal of insurance policies.

Commissioner Terrence Jones motioned to approve Resolution 2024-02 to authorize the Executive Director, Denise Burrell, to renew the health, dental, vision, disability, and life insurance policies of the River Parishes Tourist Commission. Commissioner Elizabeth Joseph seconded the motion. Secretary-Treasurer, Camella Landry, called for a vote with the following results:

|                               |       |        |
|-------------------------------|-------|--------|
| Commissioner Terrence Jones   | Voted | Yes    |
| Commissioner Camella Landry   | Voted | Yes    |
| Commissioner Elizabeth Joseph | Voted | Yes    |
| Commissioner Noble Benoit     | Voted | Yes    |
| Commissioner Ricardo Smith    | -     | Absent |
| Commissioner Tracy Smith      | -     | Absent |
| Commissioner Bradley Poche    | Voted | Yes    |
| Commissioner Bonne Dinvaut    | Voted | Yes    |

The motion having been duly made and seconded, and a favorable vote received from the Board, Secretary-Treasurer, Camella Landry, declared the motion adopted on April 18, 2024.

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Resolution 2024-03 – Cooperative Endeavor Agreement (CEA) with St. John the Baptist Parish for regular and special meetings

Executive Director, Denise Burrell, stated that the River Parishes Tourist Commission Regular and Special Board meetings were moved from the St. John the Baptist Parish Council chamber to the Port of South Louisiana chamber due to the high costs associated with using the services provided by the St. John the Baptist Council. However, in the event, the Port of South Louisiana chambers are unavailable for a meeting, Denise Burrell requested to maintain a CEA with the St. John the Baptist Council to use their chambers as a backup option.

Commissioner Bradley Poche motioned to approve resolution 2024-03 to authorize the Executive Director, Denise Burrell, to sign the Cooperative Endeavor Agreement 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. Commissioner Terrence Jones seconded the motion.

Commissioner Elizabeth Joseph mentioned that implementation of a Corporate Endeavor Agreement between the St. John the Baptist Parish Council and the River Parishes Tourist Commission needs to be presented and approved at a St. John the Baptist Parish Council meeting. Secretary-Treasurer, Camella Landry, called for a vote with the following results:

|                               |       |        |
|-------------------------------|-------|--------|
| Commissioner Terrence Jones   | Voted | Yes    |
| Commissioner Camella Landry   | Voted | Yes    |
| Commissioner Elizabeth Joseph | Voted | No     |
| Commissioner Noble Benoit     | Voted | Yes    |
| Commissioner Ricardo Smith    | -     | Absent |
| Commissioner Tracy Smith      | -     | Absent |
| Commissioner Bradley Poche    | Voted | Yes    |
| Commissioner Bonne Dinvaut    | Voted | Yes    |

The motion having been duly made and seconded, and a favorable vote received from the Board, Secretary-Treasurer, Camella Landry, declared the motion adopted on April 18, 2024.

Resolution 2024-04 – Professional Services Agreement Renewal with Deveney Communications, LLC

Executive Director requested a professional services agreement renewal with Deveney Communications, LLC. The contract with Deveney Communications, LLC ended December 31, 2023.

Commissioner Bonnie Dinvaut motioned to approve Resolution 2024-04 to authorize the Executive Director, Denise Burrell, to sign a Professional Service Agreement Renewal with Deveney Communications, LLC, to provide creative (advertising, marketing) services. Commissioner Terrence Jones seconded the motion.

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There was lengthy discussion regarding Deveney Communications, LLC as follows:

- Commissioner Dinvaut  
There needs to be more clarification about the scope of work and specific services provided by Deveney.
- Commissioner Benoit  
Deveney offers several services, i.e., having the capability to purchase in bulk. Several things can be done in-house. Are we operating month to month?
- Executive Director Denise Burrell  
We are operating month to month.  
The contract would be retroactive from January 1, 2024, to June 2024.
- Commissioner Elizabeth Joseph  
A contract committee was formed to review the services Deveney provides. Why are we using January 1 when we've been on month to month with them since January 1? Are we establishing a contract for January 1?
- Keith Green  
Legal Counsel is available to review any documents any contracts before and prior to their expiration and even after they have expired to give some legal advice on how to navigate maintaining the services in the current situation they are in.

Secretary-Treasurer, Camella Landry, called for a vote with the following results:

|                               |       |        |
|-------------------------------|-------|--------|
| Commissioner Terrence Jones   | Voted | Yes    |
| Commissioner Camella Landry   | Voted | Yes    |
| Commissioner Elizabeth Joseph | Voted | No     |
| Commissioner Noble Benoit     | Voted | Yes    |
| Commissioner Ricardo Smith    | -     | Absent |
| Commissioner Tracy Smith      | -     | Absent |
| Commissioner Bradley Poche    | Voted | Yes    |
| Commissioner Bonne Dinvaut    | Voted | Yes    |

The motion having been duly made and seconded, and a favorable vote received from the Board, Secretary-Treasurer, Camella Landry, declared the motion adopted on April 18, 2024.

Resolution 2024-05 – Louisiana Travel Association (LTA) “Culinary GOLD Sponsorship -

Commissioner Elizabeth Joseph motioned to approve Resolution 2024-05 to approve the 2024 Louisiana Travel Association (LTA) Culinary GOLD Sponsorship, for \$6000.00, providing a new printed guide/recipe book, significant social media promotion and enhanced digital advertising – plus, taking the Culinary Trails on the road. The motion was seconded by Commissioner Dinvaut. Secretary-Treasurer, Camella Landry, called for a vote with the following results:

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|                               |       |        |
|-------------------------------|-------|--------|
| Commissioner Terrence Jones   | Voted | Yes    |
| Commissioner Camella Landry   | Voted | Yes    |
| Commissioner Elizabeth Joseph | Voted | Yes    |
| Commissioner Noble Benoit     | Voted | Yes    |
| Commissioner Ricardo Smith    | -     | Absent |
| Commissioner Tracy Smith      | -     | Absent |
| Commissioner Bradley Poche    | Voted | Yes    |
| Commissioner Bonne Dinvaut    | Voted | Yes    |

The motion having been duly made and seconded, and a favorable vote received from the Board, Secretary-Treasurer, Camella Landry, declared the motion adopted on April 18, 2024.

Resolution 2024-06 – K. Levy’s Legends Music Festival 2024 Sponsorship

Commissioner Elizabeth Joseph motioned to approve Resolution 2024-06 to approving the 2024 K. Levy’s Legends Music Festival Gold Sponsorship, for \$5,000, offering maximum visibility and engagement ensuring the community and surround areas recognize the River Parishes Tourist Commission’s commitment to support cultural and economic development in the River Parishes. Commissioner Terrence Jones seconded the motion.

Commissioner Joseph inquired as to how this event benefit tourism in Louisiana’s River Parishes. Commissioner Poche wanted to know if the River Parishes Tourist Commission gives all other festivals \$5,000.00. Commissioner Landry shared that all festivals in the future will be evaluated for monetary sponsorships. Executive Director shared the River Parishes Tourism Investment Grant will align with the plan.

Secretary-Treasurer, Camella Landry, called for a vote with the following results:

|                               |       |        |
|-------------------------------|-------|--------|
| Commissioner Terrence Jones   | Voted | Yes    |
| Commissioner Camella Landry   | Voted | Yes    |
| Commissioner Elizabeth Joseph | Voted | Yes    |
| Commissioner Noble Benoit     | Voted | Yes    |
| Commissioner Ricardo Smith    | -     | Absent |
| Commissioner Tracy Smith      | -     | Absent |
| Commissioner Bradley Poche    | Voted | Yes    |
| Commissioner Bonne Dinvaut    | Voted | Yes    |

The motion having been duly made and seconded, and a favorable vote received from the Board, Secretary-Treasurer, Camella Landry, declared the motion adopted on April 18, 2024.

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Gulf Coast Office Products Renewal Proposal Selection

Commissioner Bonnie Dinvaut motioned to approve the Gulf Coast Office Products renewal proposal to lease the copier. The motion was seconded by Commissioner Terrence Jones.

There was discussion regarding the length of the lease for the copier and the copying offerings. Executive Director, Denise Burrell, advised the Board that the renewal is a sixty month-five-year lease, and she recommends the package that offers 2000 color and 1500 black & white copies a month for \$507.00 per month.

Commissioner Bonnie Dinvaut withdrew her initial motion and Commissioner Terrence Jones withdrew his second.

Commissioner Elizabeth Joseph motioned to accept the Executive Director’s recommendation to renew the lease of the copier from Gulf Coast Office Products. The lease would provide 2000 color and 1500 black & white copies for \$507.00 per month. The motion was seconded by Commissioner Terrence Jones. Secretary-Treasurer, Camella Landry, called for a vote with the following results:

|                               |       |        |
|-------------------------------|-------|--------|
| Commissioner Elizabeth Joseph | Voted | Yes    |
| Commissioner Terrence Jones   | Voted | Yes    |
| Commissioner Camella Landry   | Voted | Yes    |
| Commissioner Noble Benoit     | Voted | Yes    |
| Commissioner Ricardo Smith    | -     | Absent |
| Commissioner Tracy Smith      | -     | Absent |
| Commissioner Bradley Poche    | Voted | Yes    |
| Commissioner Bonne Dinvaut    | Voted | Yes    |

The motion having been duly made and seconded, and a favorable vote received from the Board, Secretary-Treasurer, Camella Landry, declared the motion adopted on April 18, 2024.

**Executive Director’s Report**

Executive Director, Denise Burrell reported the following:

The welcome ceremonies for American Cruise Lines were a success.

The Louisiana Steam Train Association is still moving forward with bringing the Southern Pacific 745 (SP 745) to Garyville, Louisiana.

The Sales and Marketing & Public Relations reports for February & March are available for review in the Commissioners' binders.

The 2<sup>nd</sup> Marketing Partner Quarterly Luncheon meeting was held on March 28, 2024, at the Edward Dufresne Center. Jay Cicero, President/CEO of the New Orleans Sports Foundation and the Super Bowl LIX Host Committee was the speaker.

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**Conferences | FAM Tours**

Denise Burrell will attend the Sports ETA Symposium in Portland, Oregon during the week of April 22-26, 2024.

**Community Engagement | Events**

Several upcoming activities and events will take place during the months of April and May, including National Travel and Tourism Week and National Economic Development Week. Information about the events can be found on the website at [www.LARiverParishes.com/ouevents](http://www.LARiverParishes.com/ouevents).

**Executive Committee’s Report**

Commissioner Bonnie Dinvaut will serve on the Contracts Committee with Commissioners Noble Benoit and Terrence Jones.

The next Regular Commission Meeting will take place on June 20, 2024, at 5:00PM.

**Adjourn**

Commissioner Terrence Jones motioned to adjourn the April 18, 2024, Regular Board Meeting. Commissioner Elizabeth Joseph seconded the motion. Secretary-Treasurer, Camella Landry, called the question with the following results:

|                               |       |        |
|-------------------------------|-------|--------|
| Commissioner Elizabeth Joseph | Voted | Yes    |
| Commissioner Terrence Jones   | Voted | Yes    |
| Commissioner Camella Landry   | Voted | Yes    |
| Commissioner Noble Benoit     | Voted | Yes    |
| Commissioner Ricardo Smith    | -     | Absent |
| Commissioner Tracy Smith      | -     | Absent |
| Commissioner Bradley Poche    | Voted | Yes    |
| Commissioner Bonne Dinvaut    | Voted | Yes    |

The motion having been duly made and seconded, and a favorable vote received from the Board, Secretary-Treasurer, Camella Landry, declared the motion adopted on April 18, 2024.