

River Parishes Tourist Commission
Commission Meeting | June 20, 2024 | Official Minutes

The River Parishes Tourist Commission Board convened on Thursday, June 20, 2024, at the Port of South Louisiana Office, located at 1720 LA Highway 44 in Reserve, Louisiana.

Call To Order

Secretary-Treasurer and Acting Chair, Camella Landry, called the meeting to order at 5:10 PM.

Roll Call

Willma Harvey called the roll.

Board Member	Board Assignment	Attendance
Camella Landry	Secretary-Treasurer	Present
Terrence Jones	Vice Chair	Present
Bradley Poche	Commissioner	Present
Elizabeth Joseph	Commissioner	Present
Bonnie Dinvaut	Commissioner	Present
Tracy Smith	Commissioner	Present
Noble Benoit	Commissioner	Present
Ricardo Smith	Commissioner	Absent

Prayer and Pledge of Allegiance

Commissioner Elizabeth Joseph led the Prayer, and Commissioner Camella Landry led the Pledge of Allegiance.

Approval of Agenda

Commissioner Elizabeth Joseph proposed an amendment to the agenda for the Regular Meeting on June 20, 2024. She requested the removal of item 7C, Resolution 2024-09, River Region Chamber of Commerce Annual Investment Sponsorship Renewal 2024/2025, from section VII (Approvals) due to the Chamber’s recent organizational changes that affect this resolution. Commissioner Terrence Jones seconded the motion. Commissioner Camella Landry called for a vote with the following results:

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

The motion having been duly made and seconded, and a favorable vote received from the Board, Commissioner Camella Landry declared the motion adopted on June 20, 2024.

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Commissioner Elizabeth Joseph moved to accept the amended June 20, 2024, Agenda. Commissioner Terrence seconded the motion. Commissioner Camella Landry called for a vote with the following results:

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

The motion having been duly made and seconded, and a favorable vote received from the Board, Commissioner Camella Landry declared the motion adopted on June 20, 2024.

Public Comment

Commissioner Camella Landry asked if there were any public comments from the audience. There were no public comments.

Approval of Minutes

Commissioner Bonnie Dinvaut moved to approve the April 2024 Special Meeting Minutes. The motion was seconded by Commissioner Terrence Jones. Commissioner Camella Landry called for a vote with the following results:

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

The motion having been duly made and seconded, and a favorable vote received from the Board, Commissioner Camella Landry declared the motion adopted on June 20, 2024.

Commissioner Elizabeth Joseph moved to approve the April 2024 Regular Meeting Minutes. The motion was seconded by Commissioner Terrence Jones. Commissioner Camella Landry called for a vote with the following results:

Commissioner Camella Landry	Voted	Yes
Commissioner Terrence Jones	Voted	Yes
Commissioner Bradley Poche	Voted	Yes
Commissioner Elizabeth Joseph	Voted	Yes
Commissioner Bonnie Dinvaut	Voted	Yes

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Commissioner Tracy Smith	Voted	Yes
Commissioner Noble Benoit	Voted	Yes
Commissioner Ricardo Smith	Absent	Absent

The motion having been duly made and seconded, and a favorable vote received from the Board, Commissioner Camella Landry, declared the motion adopted on June 20, 2024.

Financials

Commissioner Elizabeth Joseph moved to approve the April 2024 Monthly Financials. The motion was seconded by Commissioner Noble Benoit. Commissioner Camella Landry called for a vote with the following results:

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

The motion having been duly made and seconded, and a favorable vote received from the Board, Commissioner Camella Landry declared the motion adopted on June 20, 2024.

Commissioner Terrence Jones moved to approve the May 2024 Monthly Financials. The motion was seconded by Commissioner Brad Poche. Commissioner Camella Landry called for a vote with the following results:

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

The motion having been duly made and seconded, and a favorable vote received from the Board, Commissioner Camella Landry declared the motion adopted on June 20, 2024.

Approvals

Resolution 2024-07 – 2024/2025 Annual Budget

Executive Director, Denise Burrell provided the Board with a 2024/2025 Annual Budget that included revisions and modifications to the following line items:

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1. Line Item 5511 – St. James Parish Tax Collection Increased - \$100,000.00
2. Line Item 7205 – Membership Dues Increased to \$25,000.00
3. Line Item 9660 – Other Income Reduced to \$00.00 from \$6000.00
4. Line Item 9757 – Grant Income reduced to \$00.00
5. Salaries & Benefits – Reduced from \$415,000.00 to \$365,337.00

Commissioner Terrence Jones moved to approve the 2024/2025 Annual Budget to include the revisions and modifications as presented. Bonnie Dinvaut seconded the motion. Commissioner Camella Landry called for a vote with the following results:

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

The motion having been duly made and seconded, and a favorable vote received from the Board, Commissioner Camella Landry declared the motion adopted on June 20, 2024.

Commissioner Camella Landry emphasized the need for greater financial prudence when it comes to sponsoring events. She will be meticulously monitoring the allocation and utilization of sponsorship funds.

Resolution 2024-08 – Louisiana Office of Tourism’s Cooperative Marketing Program (CMP) FY 2025

Commissioner Terrence Jones moved to approve the authorization of the Executive Director to sign the Louisiana Office of Tourism’s 2025 Cooperative Marketing Program (CMP) in the amount of \$10,000.00. The motion was seconded by Commissioner Brad Poche. Commissioner Camella Landry called for a vote with the following results:

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

The motion having been duly made and seconded, and a favorable vote received from the Board, Commissioner Camella Landry declared the motion adopted on June 20, 2024.

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Resolution 2024-10 – Southeast Louisiana Gumbo 2024 Annual Participation

Commissioner Tracy Smith moved to approve \$6000 for the River Parishes Tourist Commission’s to continue participation in the Southeast Louisiana Gumbo 2024 regional marketing alliance. The motion was seconded by Commissioner Elizabeth Joseph. Commissioner Camella Landry called for a vote with the following results:

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

The motion having been duly made and seconded, and a favorable vote received from the Board, Commissioner Camella Landry declared the motion adopted on June 20, 2024.

Resolution 2024-11 – 2024-2025 – Lafon Performing Arts Center Encore Partnership

Commissioner Elizabeth Joseph moved to approve the 2024-2025 Lafon Performing Arts Center Encore Partnership. The motion was seconded by Tracy Smith. Commissioner Joseph clarified that the funds for the partnership will come from Line Item, 8400, Professional Fees and Services. Commissioner Camella Landry called for a vote with the following results:

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

The motion having been duly made and seconded, and a favorable vote received from the Board, Commissioner Camella Landry declared the motion adopted on June 20, 2024.

Executive Director’s Report

Denise Burrell reported that American Cruise Lines docking at the Vacherie Landing is going well, and the Louisiana Steam Train Association is moving forward with securing funds to bring the Southern Pacific 745 (SP 745) to Garyville, Louisiana. Ms. Burrell also noted that the Sales and Marketing & Public Relations reports for April and May are available for review in the Commissioners' binders.

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Conferences-Familiarization (FAM) Tours

Willma Harvey will attend the Destinations International 2024 Annual Convention in Tampa, Florida, July 16-18, 2024, and the Connect Receptive Tour Operator Fall Marketplace in Milwaukee, Wisconsin, August 27-29, 2024.

Denise Burrell will attend the Louisiana Travel Summit in Shreveport, Louisiana, August 27-29, 2024.

Community Engagement-Events

The 2nd Quarter Marketing Partner Luncheon Meeting will be held at the Port of South Louisiana on June 27, 2024. Upcoming festivals and events can be found on the Louisiana’s River Parishes website, www.LARiverParishes.com/events.

Chairman’s Report

Contracts Committee Chair, Commissioner Noble Benoit updated the Commission on plans for additional research into Deveney Advertising, which he and Commissioner Bonnie Dinvaut will undertake. Commissioner Dinvaut highlighted the need for more clarity in the services provided by the agency.

The next Regular Board Meetings is scheduled for August 15, 2024 at 5:00PM. The meeting will be held at the Port of South Louisiana.

Adjournment

Commissioner Terrence Jones moved to adjourn from the June 20, 2024 Regular Commission Meeting. The motion was seconded by Commissioner Bradley Poche. Commissioner Camella Landry called for a vote with the following results:

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

The motion having been duly made and seconded, and a favorable vote received from the Board, Commissioner Camella Landry declared the motion adopted on June 20, 2024.