

RIVER PARISHES CONVENTION, TOURIST, AND VISITORS COMMISSION

Regular Meeting Agenda

February 20, 2025, 5:00 P.M.

Port of South Louisiana, Board Room
1720 Highway 44, Reserve, LA 70084

- I. Call to Order / Roll Call
- II. Prayer and Pledge of Allegiance
- III. Public Comment
 - a. Agenda item(s) only
 - b. Three (3) minutes per citizen
- IV. Approval of Current Agenda – *Action*
 - a. Motion to approve the current regular meeting agenda of February 20, 2025.
- V. Approval of Minutes
 - a. October 2024 Contract Committee Special Meeting Minutes – *Action*
 - i. Motion to approve the minutes of October 16, 2024, Contract Committee Special Meeting.
 - b. November 2024 Special Meeting Minutes – *Action*
 - i. Motion to approve the minutes of November 06, 2024, Special Meeting.
 - c. December 2024 Regular Meeting Minutes – *Action*
 - i. Motion to approve the minutes of December 19, 2024, Regular Meeting.
- VI. Financial
 - a. December 2024 Monthly Financials – *Action*
 - i. Motion to approve the monthly financials for December 2024.
 - b. January 2025 Monthly Financials – *Action*
 - i. Motion to approve the monthly financials for January 2025.
- VII. Approvals
 - a. Resolution 2025-01 – Southeast Louisiana Gumbo 2025 Annual Participation – *Action*
 - i. Motion to approve the Southeast Louisiana Gumbo 2025 Annual Participation.

b. Resolution 2025-02 – Red Six Media Proposal for Services – **Action**

- i. Motion to authorize the Executive Director to execute Red Six Media Proposal for Services for WordPress management of web hosting and maintenance services for the interactive maps.

VIII. Executive Director’s Report

- a. Operations
 - i. Audit 2024
- b. Louisiana Tourism Leadership Academy
- c. American Cruise Lines Report
- d. Louisiana Steam Train Association Report
- e. Sales Report
- f. Marketing & Public Relations Report

IX. Conferences/FAM Tours

- a. Washington DC Mardi Gras – Washington, DC (Jan 22-26)
- b. Louisiana Travel Association Annual Meeting – Monroe, LA (Feb 18)
- c. American Bus Association – Philadelphia, PA (Feb 2-4)
- d. Rendezvous South 2025 – Panama City Beach, FL (Feb 24-27)
- e. Travel and Adventure Media Tour – Denver, CO (Mar 8-9)

X. Community Engagement/Events

- a. River Region Chamber of Commerce “Women’s Empowerment” – Luling, LA (Jan 17)
- b. Sports Celebrities from the River Parishes – Reserve, LA (Jan 30)
- c. Super Bowl Media Party – New Orleans, LA (Feb 4)
- d. River Parishes Super Bowl Kickoff – LaPlace, LA (Feb 7)
- e. Louisiana Cultural Festival – New Orleans, LA (Feb 7-8)
- f. Destination Professionals Day (Feb 19)
- g. Mardi Gras River Style – Louisiana’s River Parishes (Mar 1-4)
- h. 3rd Annual Spring Garden & Pet Show – Destrehan, LA (Mar 29-30)
- i. Team Up to Clean Up/Shred Day – Louisiana’s River Parishes (Apr 5)
- j. Global Meeting Industry Day (Apr 3)
- k. www.LARiverParishes.com/ourevents/ for more events.

XI. Chairman’s Report

- a. Next Board Meetings
 - i. Special Budget Committee Meeting – April 17, 2025 @ 4:00 pm
 - ii. Regular Board Meeting – April 17, 2025 @ 5:00 pm

XII. Adjourn – **Action**

- Motion to adjourn.