



**Minutes of the Ascension Parish Tourism Commission  
Regular Board Meeting  
March 21, 2017**

**Agenda Item #1 - Call To Order/Pledge/Roll Call**

Meeting called to order by Board Chairman, Glenda Shaheen

Present: Glenda Shaheen, Anita B. Cann, Rae Milano, Randall LeJeune, Wally Taillon and Matt Oliver

Absent: Jason Pitre

Also present: Tracy Browning and Michael Calabro

**Agenda Item #2 Public Sign in Period**

**No Sign-In's**

**Agenda Item #3 Board Picture**

All board members were not present, will move to next Board Meeting.

**Agenda Item #4 Approval Agenda**

A motion was made to add item 10a) DDD Support Funds Application the agenda

**Motion** by Anita Cann

**Second** by Randy LeJeune

**(0) NAYS**

**Motion passed**

**Agenda Item # 5 Approval of Regular Board Meeting Minutes 1-17-17**

The minutes from the Regular Board Meeting on January 17, 2017 were reviewed by the board and a motion was made to approve the minutes.

**Motion** by Matt Oliver

**Second** by Rae Milano

**(0) NAYS**

**Motion passed**

**Agenda Item # 6 Approval of Special Board Meeting Minutes 3-2-17**

The minutes from the Special Board Meeting on March 2, 2017 were reviewed by the board and a motion was made to approve the minutes.

**Motion** by Rae Milano

**Second** by Randy LeJenuue

**(0) NAYS**

**Motion passed**

**Agenda Item # 7 Financial Committee Report – a) Review & Discuss Finance Reports**

The Finance Chairman reviewed the current 2017 Financial Statements including the Occupancy Tax collected, Profit & Loss Budget vs. Actual, Bank Statement and Balance Sheet with the Board.

**Agenda Item # 8 Legislation Tourism Update**

The Executive Director and The Chairman updated the board about a recent luncheon hosted by the Lt. Governor at the Barracks in which St. Tammany, Tangipahoa and Ascension Tourism Directors and Chairman were invited as well as their representatives and senators and a legislative breakfast was hosted by the Southeast Louisiana Gumbo Group for the participating parishes and their legislators. These meetings were to educate about tourism, give updates and recognize the legislators. The Chairman asked that if any board member hears of any information concerning



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tourism that they report it to the Executive Director.

**Agenda Item # 9 Jack Rabbit Proposal (Vote)**

The Executive Director presented the board with a proposal from Jack Rabbit to direct leads to lodging partners via a CRS Model Booking without fees charged for reservations and no commissions. The Executive Director displayed other tourism sites that currently use a similar tool on their website and showed where this might be located on TourAscension website. After discussion, a motion was made to approve the proposal from Jack Rabbit for \$8295.00 for the first year and an annual license fee of \$5500.00 It was noted for the Executive Director to check on listings at 37 if that is a cap.

**Motion** by Rae Milano

**Second** by Matt Oliver

**(0) NAYS**

**Motion passed**

**Agenda Item #10 LOT Cooperative Marketing Program-Board Resolution (Vote)**

The Executive Director presented the Cooperative Marketing Program Application offered by Louisiana Office of Tourism which supports the promotion of tourism in Louisiana by providing grants to Louisiana-based convention and visitors bureaus, tourist commissions the placement of qualifying advertisements in eligible media outlets. The board reviewed the media plan that the Executive Director presented and a motion was made to approve the application for the Cooperative Marketing Program to be submitted up to \$20,000 and approve the Resolution stating that the Chairman, Glenda Shaheen will be the signer of the necessary documents with the Cooperative Marketing Program.

**Motion** by Wally Taillon

**Second** by Rae Milano

**(0) NAYS**

**Motion passed**

**Agenda Items #10a) Approve Support Funds Applications (Donaldsonville Downtown Development District/Main Street Program) (Vote)**

The Chairman reviewed application received for Support Funds. The Donaldsonville Downtown Development District/Main Street Program is requesting \$8,000.00 to be used to purchase outdoor advertising in surrounding communities to promote local events, festivals and activities to be held in Donaldsonville as well as advertising with LTPA, TravelHost and social media. A motion was made to approve the Support Funds request of \$8,000.00 from Donaldsonville Downtown Development District/Main Street Program.

**Motion** by Rae Milano

**Second** by Wally Taillon

**(0) NAYS**

**Motion passed**

**Agenda Items #11 Strategic Planning-Tourism Builders Proposal (Vote)**

The Executive Director presented the board with a proposal from Tourism Builders for a board retreat, a 3 year strategic plan and a community assessment, visitor research and strategic plan. After review and discussion, a motion was made to approve a Three Year Strategic Plan Package by Tourism Builders at the estimated cost of \$17,500.00 plus travel expenses.



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**Motion** by Rae Milano  
**Second** by Randy LeJeune  
**(0) NAYS**  
**Motion passed**

**Agenda Items #12 Director’s Report**

The Executive Director presented the board with “Tourism 101” power point presentation to educate about tourism, explain funding, board and achievements. This is the presentation the Executive Director presents to groups and officials about the overall message of promoting tourism.

**Agenda Items #13 Chairman’s Report**

The Chairman reported to the board that a request was received from the Parish Finance office that APTC would need to attend a Finance Committee Meeting to report achievements and budget. The date has not been received yet. The attorney reviewed with the board the acts and statutes that created APTC. The Chairman also discussed with the board about communicating the results of the convention center feasibility study. The board was in agreement that the results should be presented to the Mayor of Gonzales for the city to determine the next step and how APTC can assist.

**Adjourn:**

**Motion** by Rae Milano  
**Second** by Matt Oliver  
**(0) NAYS**  
**Motion passed**

\_\_\_\_\_  
**Glenda Shaheen, Chairman**

\_\_\_\_\_  
**Randall LeJeune, Secretary/Treasurer**

**Date** \_\_\_\_\_

**Date** \_\_\_\_\_

**Action Items:**

1. The Executive Director will communicate with Jack Rabbit about the proposal.
2. The Executive Director will complete the Cooperative Marketing Program Application.
3. The Executive Assistant will communicate with DDD about Support Funds Program.
4. The Executive Director will communicate with Tourism Builders about the strategic plan
5. The Executive Director will setup meeting with the Mayor to discuss the study results.