



**Minutes of the Ascension Parish Tourism Commission
Regular Board Meeting
January 9, 2018**

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

Meeting called to order by Board Chairman, Glenda Shaheen

Present: Glenda Shaheen, Rae Milano, Randall LeJeune, Jeanne St. Germain, Craig Walling and Scott Duplechein

Absent: Al Schof

Also present: Tracy Browning, Kylie Gravois and Michael Calabro

Agenda Item #2 Public Sign in Period

No Sign-In's

Agenda Item #3 Approval Agenda

A motion was made to add item 3a. STS Branding Presentation by Kylie Gravois to the agenda.

Motion by Randy LeJeune

Second by Rae Milano

(0) NAYS

Motion passed

Agenda Items #3a. STS Branding Presentation (Kylie Gravois)

Kylie Gravois presented a power point presentation on Branding. She explained the importance of branding and different things to consider in understanding your brand. She is currently enrolled in the Southeast Tourism Society Marketing College and the presentation is a requirement to graduate.

Agenda Items #4 Approve Support Funds Applications (Rock'n the Bayou-Scott Innes) (Vote)

The Executive Director reviewed application received for Support Funds for Rock'n the Bayou concert organized by Scott Innes requesting a sponsorship of \$10,000.00. A motion was made to approve the Support Funds request of \$5,000 sponsorship as defined on the presented material for the 2018 Rock'n the Bayou contingent upon receiving signed cooperative endeavor agreement.

Motion by Jeanne St. Germain

Second by Craig Walling

(0) NAYS

Motion passed

Agenda Item # 5a Approval of Special Board Meeting Minutes 12-12-17 (Vote)

The minutes from the Special Board Meeting on December 12, 2017 were reviewed by the board and a motion was made to approve the minutes.

Motion by Craig Walling

Second by Rae Milano

(0) NAYS

Motion passed

Agenda Item # 6b Finance Committee Report - Approve Financial Reports (Vote)

The Finance Chairman reviewed the year end 2017 and current 2018 Financial Statements including the Occupancy Tax collected, Profit & Loss Budget vs. Actual, Bank Statement and Balance Sheet with the Board. A motion was made to approve the 2017 year end and current 2018 Financials. The Board also requested that in Regular Monthly Board Meetings that the Financials include: Balance Sheet, Condensed Profit & Loss Statement and Support Funds Statement

Motion by Scott Duplechein

Second by Craig Walling



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(0) NAYS

Motion passed

Agenda Item # 7 Personnel Committee Report

The Personnel Committee Chairman, Rae Milano reported there was no report.

Agenda Item #8 APTC February Regular Board Meeting Change-Mardi Gras (Vote

The Chairman reported that the next Regular Board Meeting is scheduled for Tuesday, February 13, 2018 on Mardi Gras Day. A motion was made to move the next Regular Board Meeting from February 13, 2018 to February 20, 2018.

Motion by Craig Walling

Second by Rae Milano

(0) NAYS

Motion passed

Agenda Item #9 Review Support Funds Application

The Executive Director reviewed the current Support Funds Application with the Board and noted some important questions need to be added and also to explore if a point system for scoring is possible. Craig Walling and Rae Milano volunteered to work with the Executive Director on revising the Support Funds Application to bring to the next Board Meeting.

Agenda Item #10 Occupancy Tax Discussion

The Chairman and Executive Director reported to the Board that they had a meeting with Mayor of Gonzales on January 10 to discuss the City of Gonzales pursuing an additional 2% occupancy tax to construct and maintain a conference and convention center.

Agenda Item #11 Discussion

None

Agenda Item #12 Chairman's Comments

The Chairman updated the Board and reminded the Board that the LTPA Annual Meeting is January 23, 2018.

Agenda Items #13 Executive Director's Report

The Executive Director updated the Board on upcoming events and projects.

Adjourn:

Motion by Rae Milano

Second by Scott Duplechein

(0) NAYS

Motion passed

Glenda Shaheen, Chairman

Randall LeJeune, Secretary/Treasurer

Date _____

Date _____