



**Minutes of the Ascension Parish Tourism Commission
Regular Board Meeting
February 20, 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, Al Schof and Scott Duplechein

Absent: None

Also present: Tracy Browning, Anita Cann, Michael Calabro, Rodney Dupre, Freddy Smith, Darryl Hambrick and Elise Ankerson

Agenda Item #2 Public Sign in Period

No Sign-In's

Agenda Item #3 Approval Agenda

A motion was made to move item 13) Chairman's Comments to 3a) and the Chairman's resignation was added as an agenda item via unanimous consent add on the agenda.

Motion by Craig Walling

Second by Al Schof

(0) NAYS

Motion passed

Agenda Items #3a. Chairman's Comments-Chairman's Resignation

The Chairman read aloud a letter resignation to the Board effective immediately and excused herself from the meeting. A motion was made to accept the Chairman's resignation. The Vice Chairman, Rae Milano, took over the Board Meeting at this time pursuant to the Bylaws.

Motion by Craig Walling

Second by Rae Milano

(0) NAYS

Motion passed

Agenda Items #4 Approve Support Funds Applications (South LA Crawfish Festival) (Vote)

Rodney Dupre, The Outdoor Kitchen and Freddy Smith, Dreams Come True of Louisiana presented information about the South LA Crawfish Festival. The Executive Director reviewed application received for Support Funds requesting a funding of \$5,000.00. A motion was made to approve the Support Funds request of \$5,000 for advertising and marketing for the 2018 South LA Crawfish Festival and is contingent upon receiving a signed cooperative endeavor agreement.

Motion by Craig Walling

Second by Scott Duplechein

(0) NAYS

Motion passed

Agenda Items #5 River Road African American Museum-Darryl Hambrick

Darryl Hambrick reported information about the River Road African American Museum including consistent hours and events. He also talked about the lack of funding to print materials. He thanked the commission for assisting the Museum with water and bags for events in the past. The Executive Director reported that she would send Mr. Hambrick the Support Funds Application for future marketing needs.

Agenda Items #6 Compass Media Presentation

Elise Ankerson, with Compass Media gave a powerpoint presentation reviewing the statistics on current



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Search Engine Marketing, Digital Display Advertising, Facebook Advertising, Youtube Advertising and new opportunities using Geofencing.

Agenda Items #7 Approve Support Funds Applications (AIRO Sports) (Vote)

The Executive Director reviewed application received for Support Funds requesting a funding of \$2,500.00. The LA State 7v7 Championship will be held at Lamar Dixon Expo Center sports complex this year and has room to expand the program. A motion was made to approve the Support Funds request of \$2,500 for under write staffing, lodging and marketing and is contingent upon receiving a signed cooperative endeavor agreement.

Motion by Craig Walling

Second by Al Schof

(0) NAYS

Motion passed

Agenda Item #8 Revised Support Funds Program (Vote)

The Executive Director presented the Board with a revised Support Funds Application to review. In addition to the revised application, the Board would like to enforce the three month requirement of an application being received in time to add to the Regular Scheduled Board Meeting Agenda. A Cooperative Endeavor Agreement will still be required for approved applications. A motion was made to begin immediately using the revised support funds application and guidelines.

Motion by Craig Walling

Second by Al Schof

(0) NAYS

Motion passed

Agenda Item # 9a Approval of Regular Board Meeting Minutes 1-9-18 (Vote)

The minutes from the Regular Board Meeting on January 9, 2018 were reviewed by the board and a motion was made to approve the minutes.

Motion by Craig Walling

Second by Al Schof

(0) NAYS

Motion passed

Agenda Item # 9b Approval of Special Board Meeting Minutes 1-22-18 (Vote)

The minutes from the Special Board Meeting on January 22, 2018 were reviewed by the board and a motion was made to approve the minutes.

Motion by Craig Walling

Second by Jeanne St. Germain

(0) NAYS

Motion passed

Agenda Item # 9c Approval of Special Board Meeting Minutes 2-8-18 (Vote)

The minutes from the Special Board Meeting on February 8, 2018 were reviewed by the board and a motion was made to approve the minutes.

Motion by Craig Walling

Second Jeanne St. Germain

(0) NAYS

Motion passed



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Agenda Item # 10 Finance Committee Report - Approve Financial Reports (Vote)

The Finance Chairman reviewed the current 2018 Financial Statements including the Profit & Loss Budget vs. Actual, Balance Sheet and Support Funds with the Board. A motion was made to approve the current 2018 Financials.

Motion by Craig Walling

Second by Jeanne St. Germain

(0) NAYS

Motion passed

Agenda Item # 11 Occupancy Tax Discussion

The Executive Director presented the draft of HLS 18RS-290 for review and discussion. The board unanimously agreed to neutral position.

Agenda Item #12 Discussion

None

Agenda Item #13 Chairman’s Comments (moved to #3a)

None

Agenda Items #14 Executive Director’s Report

The Executive Director updated the Board on upcoming events and projects and noted that an election for Chairman will be added to the March 13th Board Meeting agenda.

Adjourn:

Motion by Craig Walling

Second by Al Schof

(0) NAYS

Motion passed

Rae Milano, Acting Chairman

Randall LeJeune, Secretary/Treasurer

Date _____

Date _____