



**Minutes of the Ascension Parish Tourism Commission
Regular Board Meeting
September 11, 2018**

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

Meeting called to order by Chairman, Rae Milano

Present: Rae Milano, Craig Walling, Randall LeJeune, Scott Duplechein, Mike Bonfanti and Al Schof

Absent: Jeanne St. Germain

Also Present: Tracy Browning, Michael Calabro, Elise Ankerson (Compass Media), Blaine Bech (Guaranty Media), Kyle Rogers and Jazz Traylor (Lamar Dixon),

Agenda Item #2 Public Sign in Period

No Sign-In's

Agenda Item #3 Approval Agenda

A motion was made to approve the agenda.

Motion by Craig Walling

Second by Al Schof

(0) NAYS

Motion passed

Agenda Item #4 Support Funds Application – Guaranty Media (Vote)

Blaine Bech, organizer of the “Swamp Pop Night Before Christmas” and Kyle Rogers from Lamar Dixon, talked about the event and bringing back a Swamp Pop Music event along with shopping and dancing on December 1, 2018. They expect 1-2 night hotel room stays from the vendors participating in the event.

The Board reviewed the application requesting \$5000 to be used for promoting, bands, and staffing the event. After discussion, a motion was made to approve the \$5000 for the Swamp Pop Night Before Christmas to be held at Lamar Dixon Expo Center December 1, 2018.

Motion by Craig Walling

Second by Scott Duplechein

(0) NAYS

Motion passed

Agenda Items #5 Compass Media Recap Presentation (Elise Ankerson)

Elise Ankerson with Compass Media gave a PowerPoint presentation and copies to Board Members on services they are providing for Ascension Parish Tourism Commission. Elise reported compared to last year at this time, search engine marketing had an increase of 82% in website traffic and 53% increase in CTR. Digital display advertising shows a 16% increase in website traffic and 2% increase in CTR. We recently added digital display remarketing and Facebook remarketing which is starting to show positive results. Social media advertising shows a 52% increase in website traffic and 22% in ad engagement increase. For video advertising, a 207% increase in video views and 62% increase in video view rate. Some of the large increases is due in fact to some issues with our website plug-ins that we were unaware of and once corrected a big impact was made.

Agenda Item # 6a Approval of Regular Board Meeting Minutes 8-14-18

The minutes from the Regular Board Meeting on August 14, 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



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Motion passed

Agenda Item # 7b Finance Committee Report - Approve Financial Reports

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 Michael Bonfanti

(0) NAYS

Motion passed

Agenda Item #8 Discussion

None

Agenda Item #9 Chairman's Comments

A change in the November Regular Board Meeting scheduled was noted that the meeting date has changed from November 13th to November 6th at 2:00pm.

Agenda Items #10 Executive Director's Report

The Executive Director reported to the Board of recent meetings, updates on projects and upcoming events on the Executive Director's Report.

Adjourn:

Motion by Craig Walling

Second by Michael Bonfanti

(0) NAYS

Motion passed

Rae Milano, Chairman

Randall LeJeune, Secretary/Treasurer

Date _____

Date _____