



**Minutes of the Ascension Parish Tourism Commission  
Regular Board Meeting  
June 12, 2018**

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

Meeting called to order by Vice Chairman, Craig Walling

Present: Craig Walling, Randall LeJeune, Scott Duplechein, Al Schof and Jeanne St. Germain

Absent: Rae Milano

Also Present: Tracy Browning and Michael Calabro

**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 Scott Duplechein

**Second** by Al Schof

**(0) NAYS**

**Motion passed**

**Agenda Items #4 Support Funds Application – Step-N-Strut Trail Ride (Vote)**

The Step-N-Strut Trail Ride and music festival will be held at Lamar Dixon in November, 2018. This is the first time in Ascension Parish. Trail rides, zydeco music and food will be available. A discussion about the request of \$5200.00-\$6300.00 and a motion was made to approve \$3500.00 which is double their marketing budget for marketing and advertising for the event pending a Cooperative Endeavor Agreement is signed.

**Motion** by Jeanne St. Germain

**Second** by Scott Duplechein

**(0) NAYS**

**Motion passed**

**Agenda Items #5 Support Funds Application – Donaldsonville Downtown Development District (Vote)**

The Board reviewed the application requesting \$10,000.00 sponsorship for advertising in surrounding communities to promote local events, festivals and activities to be held in Donaldsonville, Making Progress Show, annual advertising campaign with LTPA and Travel Media Network, and regional advertising for the year. A motion was made to approve the \$10,000.00 for the Donaldsonville Downtown Development District pending a Cooperative Endeavor Agreement is signed.

**Motion** by Al Schof

**Second** by Scott Duplechein

**(0) NAYS**

**Motion passed**

**Agenda Item # 6a Approval of Regular Board Meeting Minutes 5-8-18 (Vote)**

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

**Motion** by Scott Duplechein

**Second** by Randy LeJeune

\*Jeanne St. Germain was not present for the vote

**(0) NAYS**

**Motion passed**



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**Agenda Item # 7b 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 Al Schof

**Second** by Scott Duplechein

\*Jeanne St. Germain was not present for the vote

**(0) NAYS**

**Motion passed**

**Agenda Item # 7c Finance Committee Report – Maturing CDs (Vote)**

The Finance Chairman reviewed the two maturing CDs at United Community Bank. One CD maturing June 14, 2018 and one CD maturing June 19, 2018. Both CDs are for 6 months. After discussion, a motion was made to allow both CDs to rollover for another six months.

**Motion** by Scott Duplechein

**Second** by Al Schof

\*Jeanne St. Germain was not present for the vote

**(0) NAYS**

**Motion passed**

**Agenda Item # 8d Marketing Committee Report – Branding Project Website Development (Vote)**

The Marketing Chairman and the Executive Director reviewed the information about the development of a website that coincides with the Branding Project that will be used for the public to keep abreast of the project and purpose. A motion was made to approve the branding project website development for \$6,000.00.

**Motion** by Scott Duplechein

**Second** by Jeanne St. Germain

**(0) NAYS**

**Motion passed**

**Agenda Item # 8e Marketing Committee Report – Branding Destination Proposal (Vote)**

The Marketing Chairman reported that a recommendation from the Marketing Committee was made from May 15, 2018 meeting to approve Chandlerthinks proposal for \$67,000.00 A motion was made to approve the branding destination proposal for \$67,000.00.

**Motion** by Scott Duplechein

**Second** by Al Schof

**(0) NAYS**

**Motion passed**

**Agenda Item # 9 Cooperative Marketing Program and Resolution (Vote)**

The Executive Director reported that an application has been completed for print and digital marketing and advertising identified on the spreadsheet with the Louisiana Office of Tourism Cooperative Marketing Program for a reimbursement of half the funds of \$19,875.00. A motion was made to approve the marketing and advertising items identified on the spreadsheet to apply for the 2018-2019 Cooperative Marketing Program.

**Motion** by Al Schof

**Second** by Scott Duplechein

**(0) NAYS**



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**Motion passed**

A motion was also made to approve the Chairman, Rae Milano to be the signer of the all contractual obligations for the Cooperative Marketing Program identified in a resolution.

**Motion** by Scott Duplechein  
**Second** by Jeanne St. Germain  
**(0) NAYS**  
**Motion passed**

**Agenda Item # 10 Flood Insurance (Vote)**

The Executive Director reviewed standard flood non-binding quote for Flood Insurance from Harry Robert Insurance Agency. A motion was made to approve the flood insurance quote from Harry Robert Insurance Agency for one year for \$7505.00.

**Motion** by Al Schof  
**Second** by Randy LeJeune  
**(0) NAYS**  
**Motion passed**

**Agenda Item #11 Discussion**

A discussion was held about the rising costs for queens of festivals to continue to promote the festivals and the area and that most queens expenses are paid for by the queen.

**Agenda Item #12 Chairman’s Comments**

None

**Agenda Items #13 Executive Director’s Report**

The Executive Director updated the Board with a Director’s Report and upcoming events.

**Adjourn:**

**Motion** by Randy LeJeune  
**Second** by Al Schof  
**(0) NAYS**  
**Motion passed**

\_\_\_\_\_  
**Rae Milano, Chairman**

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

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

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