



**Minutes of the Ascension Parish Tourism Commission  
Regular Board Meeting  
July 10, 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, and Al Schof

Absent: Jeanne St. Germain

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 Craig Walling

**Second** by Al Schof

**(0) NAYS**

**Motion passed**

**Agenda Item # 4a Approval of Regular Board Meeting Minutes 6-12-18 (Vote)**

The minutes from the Regular Board Meeting on June 12, 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 # 5b 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 Scott Duplechein

**(0) NAYS**

**Motion passed**

**Agenda Items #6 Support Funds Application – Shadrack Christmas Wonderland (Vote)**

The Shadrack Christmas Wonderland is returning to Lamar Dixon for the second year from November 16, 2018 through January 6, 2019. They are working with Lamar Dixon on a new route to help with traffic and possibly have a Christmas Village for people to go to at the end of the route. They brought approximately 20,000 cars through in 2017 with an estimation of 60,000+ people. The Board discussed the presenting sponsorship requested at \$20,000. However, the Board approved \$15,000 for the presenting sponsorship pending a Cooperative Endeavor Agreement is signed.

**Motion** by Craig Walling

**Second** by Scott Duplechein

**(0) NAYS**

**Motion passed**

**Agenda Items #7 Support Funds Application – Boucherie Festival (Vote)**

The Board reviewed the application for the Boucherie Festival requesting \$5,000 for marketing material, entertainment, cooking supplies and cooking contest. A motion was made to approve the \$2,500 for the



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Sorrento Lions Club Boucherie Festival pending a Cooperative Endeavor Agreement is signed.

**Motion** by Craig Walling

**Second** by Randy LeJeune

**(0) NAYS**

**Motion passed**

**Agenda Items #8 Support Funds Application – Ascension Hospitality Management Association (Vote)**

The Board reviewed the application from the Ascension Hospitality Management Association requesting \$5,000 for promoting partnerships in the industry, creating membership, promoting programs, supporting training and development, enhance collaborative partnerships between association partners and tourism commission. A motion was made to approve the \$5,000 for the Ascension Hospitality Management Association pending a Cooperative Endeavor Agreement is signed.

**Motion** by Scott Duplechein

**Second** by Craig Walling

**(0) NAYS**

**Motion passed**

**Agenda Item #9 Discussion**

A discussion was held about an item in the strategic plan to look into a possible satellite visitor center. The Executive Director shared information about visitors coming through the Coffee House across the street from the current visitor center at the Cajun Village. APTC created a sign in book and signage to ask visitors to sign in. Over the last three months, 400-600 domestic and international visitors signed the guest book as compared to less than 100 in the current visitor center. After discussion, the Board requested the Executive Director look into cost to have a visitor center located at the Cajun Village.

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

Non

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

The Executive Director updated the Board that a personnel meeting from the parish will be setup soon to interview for the open Board position, Anita Cann will serve as the representative for APTC on the Slavery Ancestral Burial Grounds Preservation Commission, Executive Director’s Report and upcoming events.

**Adjourn:**

**Motion** by Scott Duplechein

**Second** by Craig Walling

**(0) NAYS**

**Motion passed**

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**Rae Milano, Chairman**

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**Randall LeJeune, Secretary/Treasurer**

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

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