



**Minutes of the Ascension Parish Tourism Commission
Regular Board Meeting
February 12, 2019**

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

Meeting called to order by Chairman, Rae Milano

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

Absent: None

Also Present: Ryan Haynie, Freddy Smith, 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 # 4. Haynie & Associates Presentation-Ryan Haynie

Ryan Haynie, Haynie & Associates presented a Grass Roots Guide and Louisiana Legislature Directory to all Board Members and discussed bills that are relative to tourism and their role to help protect tourism funds. They work closely with Louisiana Travel Association and members of Louisiana Convention and Visitors Bureau. They are working on a bill for the definition of a hotel for occupancy tax to be collected consistently with sales tax.

Agenda Item # 5. Advertising-Marketing Grant-Dreams Come True/Cajun Livin Crawfish Festival (Vote)

The Board reviewed the application for the Dreams Come True/Cajun Livin Crawfish Festival to be held on May 4, 2019. The request for \$5000 was for advertising for the event. After discussion, a motion was made to approve \$3500 for advertising to be paid directly to the advertisers and upon the execution of the Cooperative Endeavor Agreement.

Motion by Craig Walling

Second by Randy LeJeune

(0) NAYS

Motion passed

Agenda Item #6 Approval of Regular Board Meeting Minutes 1-8-19

The minutes from the Regular Board Meeting on January 8, 2019 were reviewed by the Board and a motion was made to approve the minutes.

Motion by Craig Walling

Second by Mike Bonfanti

(0) NAYS

Motion passed

Agenda Item # 7. Treasurer's Report (Vote)

The Finance Chairman reviewed the current Financial Statements including the Profit & Loss Budget vs. Actual and Balance Sheet with the Board. A motion was made to approve the current 2019 Financials.



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Motion by Scott Duplechein

Second by Craig Walling

(0) NAYS

Motion passed

Agenda Item # 8. National Street Rod Association Commitment Letter (Vote)

The Chairman and the Executive Director discussed the Cajun Nationals as a premier car show event that will be held for the first time in the south and in Louisiana. The Executive Director has been working with hotels to participate and working on a hotel accommodations guide. The Executive Director met with the Special Event Coordinator and Lamar Dixon to secure the contract and the Clarion Inn Conference Center to be the host hotel and registration. APTC will help with PR and a tourism table at registration. A motion was made to host a dinner up to \$5000 on the Thursday night of the event. The Board reviewed the draft commitment letter of the things APTC will assist with by the Executive Director and asked that it be sent to the organizer of the event.

Motion by Craig Walling

Second by Scott Duplechein

(0) NAYS

Motion passed

Agenda Item #9 Copier Lease-Quotes from Allfax Specialties, Inc. & Scott Bailey Enterprises (Vote)

The Chairman reviewed the two quotes for a copier lease from Allfax Specialties, Inc. and Scott Baily Enterprises. The Executive Director stated that the current service for the last three years with Allfax Specialties, Inc. has been trouble free. After review of the proposals, a motion was made to approve the copier lease for four years with Allfax Specialties, Inc.

Motion by Craig Walling

Second by Jeanne St. Germain

(0) NAYS

Motion passed

Agenda Item # 10. Investment Update-Mike Bonfanti

Board Member, Mike Bonfanti reviewed with Board their previous approval of the investment plan and the status of opening two new CD accounts. He will continue to move forward with approved plan and give updates at the next Board meeting. Mike Bonfanti also noted that a new policy will need to be written for the new money market account to be added into the APTC Financial Policies.

Agenda Item # 11. Update on Branding Destination Project

The Chairman and Executive Director reviewed with the Board that the Branding Committee was formed of the Executive Director, the Graphic Designer, three Board members and three outside people from St. Elizabeth, Ascension Economic Development Corporation and Ascension Chamber of Commerce to work on the branding destination project and make recommendations to the Board. The Branding Committee met recently and narrowed 13 lines to 2 lines that best reflect who we are. Chandlerthinks created two new brand stories with the 2 lines chosen by the Branding Committee for review by the Board. After discussion, the majority of the Board felt that the line liked the most was Louisiana's Sweet Spot. The Executive Director will contact Chandlerthinks with the Board's comments.

Agenda Item # 12. Discuss App for Donaldsonville Wayside Exhibit Project-Tracy Browning

The Executive Director reviewed with the Board a quote for an app to be used in conjunction with the



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wayside exhibit project and showed options that can be written in English & French and audio can be added as well. The Board liked the idea of having this complement the project and be able to give more information about the points of interest but would like for the Executive Director to obtain a second quote.

Agenda Item #13 Board Chairman’s Comments

The Chairman reminded the Board members of the Ethics training requirement and the upcoming Donaldsonville Chamber Banquet and Ascension Hospitality Management Association Breakfast Meeting.

Agenda Items #14 Executive Director’s Report

The Executive Director provided the Board with a Monthly report and statistics.

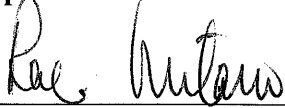
Adjourn:

Motion by Scott Duplechein

Second by Mike Bonfanti

(0) NAYS

Motion passed



Rae Milano, Chairman



Randall LeJeune, Secretary/Treasurer

Date 3/12/19

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