



**Minutes of the Ascension Parish Tourism Commission  
Regular Board Meeting  
May 14, 2019**

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

Meeting called to order by Chairman, Rae Milano

Present: Rae Milano, Craig Walling, Al Schof and Mike Bonfanti

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 add #5a) Approval of Advertising -Marketing Grant Application – River Road African American Museum to the agenda.

**Motion** by Craig Walling

**Second** by Mike Bonfanti

**(0) NAYS**

**Motion passed**

**Agenda Item #4 Approval of Executive Committee Meeting Minutes 4-12-19 (Vote)**

The minutes from the Executive Committee Meeting on April 12, 2019 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 # 5 Approval of Advertising-Marketing Grant Application-Ascension Hot Air Balloon Festival (Vote)**

The Chairman reviewed the application from the Ascension Hot Balloon Festival for \$15,000 for advertising for the festival. After discussion about the largest attending festival in the parish, a motion was made to approve \$15,000 for advertising as stated on the attached advertising plan to be paid directly to the advertisers and upon the execution of the Cooperative Endeavor Agreement.

**Motion** by Mike Bonfanti

**Second** by Craig Walling

**(0) NAYS**

**Motion passed**

**Agenda Item #5a Approval of Advertising-Marketing Grant Application-River Road African American Museum (Vote)**

The Chairman reviewed the application from the River Road African American Museum for \$11,356.94 for advertising of events and signage with LA Interstate Logos. The Board noted that no backup or quote for the interstate logos was provided and not considered. A motion was made to approve \$5,000 for advertising of the events to be paid directly to the advertisers and upon the execution of the Cooperative Endeavor Agreement.

**Motion** by Craig Walling

**Second** by Mike Bonfanti

**(0) NAYS**

**Motion passed**



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**Agenda Item # 6. Treasurer’s Report (Vote)**

The Treasurer 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.

**Motion** by Craig Walling

**Second** by Al Schof

**(0) NAYS**

**Motion passed**

**Agenda Item # 7. Investment Update**

The Treasurer reviewed with Board the status of the approved investment plan and the status of opening the money market account at Regions Bank. A recent meeting with Executive Director, Treasurer and representative from Regions Bank was held to discuss how to rectify the account issues for the business accounts.

**Agenda Item # 8. Transfer of Funds**

The Treasurer stated no transfer of funds is requested at this time.

**Agenda Item #9 Branding Update**

The Executive Director showed the Board the color logo that the Branding Committee and Staff reviewed and agreed upon. Chandlerthinks will proceed with the branding process.

**Agenda Item #10 Board Chairman’s Comments**

None

**Agenda Items #11 Executive Director’s Report**

The Executive Director stated the monthly report was sent via email to the Board and also reported that the Cooperative Marketing Program Application was submitted requesting a reimbursement for attached advertising of \$19,696 to the Louisiana State Office of Tourism.

**Adjourn:**

**Motion** by Craig Walling

**Second** by Al Schof

**(0) NAYS**

**Motion passed**

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**Rae Milano, Chairman**

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**Michael Bonfanti, Secretary/Treasurer**

Date \_\_\_\_\_

Date \_\_\_\_\_