



**Minutes of the Ascension Parish Tourism Commission  
Regular Board Meeting  
June 11, 2019**

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

Meeting called to order by Vice Chairman, Craig Walling

Present: Craig Walling, Al Schof, Mike Bonfanti, Jeanne St. Germain, Karen Hatcher and Gasper Chifici

Absent: Rae Milano

Also Present: Tracy Browning, Michael Calabro, Jazz Traylor & Kyle Rogers (Lamar Dixon Expo Center), Blain Bech (Guaranty Media) and Chris Fontenot (Team of Dreams)

**Agenda Item #2 Public Sign in Period**

**No Sign-In's**

**Agenda Item #3 Board Member Inductions**

Michael Calabro inducted new Board Members, Karen Hatcher and Gasper Chifici to the Board.

**Agenda Item #4 Approval Agenda**

A motion was made to add #5a) Approval of Advertising -Marketing Grant Application – Team of Dreams to the agenda.

**Motion** by Mike Bonfanti

**Second** by Al Schof

**(0) NAYS**

**Motion passed**

**Agenda Item #5 Approval of Advertising-Marketing Grant Application-Taste of Tiger Tailgating (Vote)**

Blain Bech, Guaranty Media and Kyle Rogers & Jazz Traylor, Lamar Dixon Expo Center, reviewed the application from the Guaranty Media for \$10,000 for advertising Taste of Tiger Tailgating. The Swamp Pop event June 29<sup>th</sup> was not considered because it did not meet the time requirements. After discussion, a motion was made to approve \$4,000 for advertising for the Taste of Tiger Tailgating to be held August 17<sup>th</sup> at Lamar Dixon Expo Center to be paid directly to the advertiser(s) and upon the execution of the Cooperative Endeavor Agreement.

**Motion** by Al Schof

**Second** by Mike Bonfanti

**(0) NAYS**

**Motion passed**

**Agenda Item #5a Approval of Advertising-Marketing Grant Application-Team of Dreams (Vote)**

Chris Fontenot, Team of Dreams, reviewed the application from the Team of Dreams Ascension Leadership Group for the All Abilities Baseball Field for signage. After discussion and review of materials, a motion was made to approve \$5,000 for signage at the field to paid upon the execution of the Cooperative Endeavor Agreement.

**Motion** by Gasper Chifici

**Second** by Jeanne St. Germain

**Abstained:** Mike Bonfanti

**(0) NAYS**

**Motion passed**

**Agenda Item #6 Approval of Advertising-Marketing Grant Application-Boucherie Festival (Vote)**

The Vice Chairman reviewed the application from the Boucherie Festival for advertising for \$5,000. It



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was noted that the Boucherie Festival is joining the Ascension Hot Air Balloon Festival this year. After review of materials and discussion, a motion was made to decline the request because an application has already been approved for advertising from the Ascension Hot Air Balloon Festival and this would be a duplication.

**Motion** by Mike Bonfanti

**Second** by Al Schof

**(0) NAYS**

**Motion passed**

**Agenda Item #7 Approval of Regular Board Meeting Minutes 5-14-19**

The minutes from the Regular Board Meeting on May 14, 2019 were reviewed by the Board and a motion was made to approve the minutes.

**Motion** by Al Schof

**Second** by Mike Bonfanti

**(0) NAYS**

**Motion passed**

**Agenda Item # 8 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 Al Schof

**Second** by Karen Hatcher

**(0) NAYS**

**Motion passed**

**Agenda Item # 9. United Community Bank CD #6496 Expiration (Vote)**

The Treasurer reviewed with the Board the status of the six month CD expiring July 1, 2019 at United Community Bank. A motion was made to rollover the six month CD into a twelve month CD at United Community Bank.

**Motion** by Al Schof

**Second** by Karen Hatcher

**(0) NAYS**

**Motion passed**

**Agenda Item # 10. United Community Bank Money Market (Vote)**

The Treasurer reviewed with the Board the transfer of funds from the money market account earlier this year left interest earned of \$25.65 in the money market account. A motion was made to cash the \$25.65 from the money market account, deposit the \$25.65 into the Regions checking account and close the money market account at United Community Bank.

**Motion** by Karen Hatcher

**Second** by Gasper Chifichi

**(0) NAYS**

**Motion passed**

**Agenda Item # 11. Transfer of Funds**

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

**Agenda Item #12 Board Chairman's Comments**

None



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

The Executive Director stated the monthly report was sent via email to the Board and also reported that the Wayside Exhibit Project is almost ready to go to production and showed the Board samples of the panels. The Executive Director also discussed the visitor center the Board and showed samples of the new logo with the branding destination project.

**Adjourn:**

**Motion** by Al Schof

**Second** by Karen Hatcher

**(0) NAYS**

**Motion passed**

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**Rae Milano, Chairman**

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**Michael Bonfanti, Secretary/Treasurer**

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

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