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**ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION**  
**BOARD OF COMMISSIONERS RETREAT**

**Tuesday, February 6, 2017**

**8:30 AM – 4:30 PM**

**St. Tammany Parish Tourist and Convention Commission Office**  
**68099 Highway 59, Mandeville, LA**

**AGENDA**

1. CALL TO ORDER & Invocation– Thomas J. Smith, Jr., Chairman
2. Roll Call
3. Introduction of Guests – Thomas J. Smith, Jr., Chairman
4. OLD BUSINESS
  - a. Summary of Tourism Research – Randall Travel Marketing
  - b. Presentation of DMAP Code of Ethics
  - c. Discussion of policies and guidelines for board members and board evaluation process
  - d. SWOT Analysis
  - e. Discussion of Vision Statement and Mission Statement
  - f. Update of Strategic Plan, to include discussion of six key objectives in current strategic plan:
    1. Conducting research to determine marketing strategies and track performance measures
    2. Generating visitation from individuals
    3. Generating visitation from groups
    4. Building community support for tourism and the Commission
    5. Encouraging product development and infrastructure improvements that are consistent with the Commission’s mission and the brand for the destination
    6. Securing resources to achieve the mission and objectives
5. NEXT MEETING
  - a. The next Regular Commission meeting will be held on Tuesday, February 27, 2018 at 2:00 PM at the Northshore Harbor Center in Slidell
6. ADJOURN