

**ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING MINUTES
AUGUST 25, 2026**

Visit THE
NORTH
SHORE

Location: The Harbor Center, 100 Harbor Center Blvd, Slidell, LA 70461

Call to Order: Vice-Chair Alex Carollo called the regular meeting to order at 2:04 p.m.

Invocation: Led by Vice-Chair Alex Carollo

Pledge of Allegiance: Recited

ATTENDANCE

- Commissioners Present: Alex Carollo, Kevin Davis, Katherine Domingue, Sharon Hewitt, Melissa Fontenot
- Commissioners Absent: Patti Elish, Lacey Osborne
- Quorum: Yes

OTHERS PRESENT

Donna O'Daniels, President/CEO
Devan Richoux, Chief Financial Officer
Roberta Carrow-Jackson, Destination
Programs Manager

Zondra Jones, Senior Sales Manager
Katherine Mire, Commission Counsel
Kadee Krieger, St. Tammany Farmer

APPROVAL OF AGENDA

The Board unanimously approved the agenda as presented.

Motion: FONTENOT | Second: DOMINGUE | Result: CARRIED

OLD BUSINESS

APPROVAL OF MINUTES – JUNE 30, 2026

Motion: HEWITT | Second: DOMINGUE | Result: CARRIED

FINANCIAL REPORT – JUNE & JULY 2026

CFO Devan Richoux presented the Financial Report. Year-to-date local tax revenue through July was approximately 13% higher than the same period in 2025, primarily due to the additional occupancy tax and collections received through the Remote Sellers Commission. Revenues totaled approximately \$1.8 million and expenditures totaled approximately \$2 million, both remaining favorable to budget. The Commission reported a fund balance of approximately \$4.5 million. Richoux also spoke on expenditures related to the Tourism Master Plan and the delayed Fontainebleau Holiday Lights project.

Motion: DAVIS | Second: DOMINGUE | Result: CARRIED



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LOUISIANA'S *Easy* ESCAPE

STAFF REPORT

President/CEO Donna O'Daniels welcomed newly appointed Commissioner Kevin Davis to the Board and noted his experience as former St. Tammany Parish President, his involvement with the Northshore Business Council, and his role as Chairman of The Harbor Center Board.

O'Daniels also introduced Nate Bosley as the Commission's newest staff member. Bosley will primarily provide in-house graphic design support and assist with website and other marketing initiatives.

Sales & Services and Marketing & Communications updates were presented:

Zondra Jones reported continued group sales, industry engagement, and partner outreach during June and July, including participation in several sales missions and preparations for IPW 2027 in New Orleans. Updates were also provided on Shore Tell University, CRM improvements, and Visitor Center activity.

Donna highlighted Tammany Taste of Summer, the upcoming Visitor Guide, the new Glitz & Gallivant holiday campaign, and the regional Connected by Nature outdoor tourism partnership. Additional updates included podcast and social media activity, public relations efforts, accessibility initiatives, film activity, and completion of the Commission's fifth community mural in Madisonville.

TOURISM MASTER PLAN UPDATE

President/CEO Donna O'Daniels reported that the Tourism Master Plan is approximately 90% complete following the Steering Committee validation session. The next phase will establish work groups around the plan's five strategic goals to help advance specific destination development initiatives in coordination with St. Tammany Economic Development and other community partners. Discussion emphasized continued community and elected-official engagement and ensuring future projects benefit visitors, residents, and businesses. Potential implementation efforts include feasibility studies for hotel and sports facility development, as well as public art, wayfinding and signage, and Tammany Trace enhancements. The Commission has secured approximately \$650,000 in state funding for wayfinding and signage, and consultants are expected to return in October to continue the implementation process.

NEW BUSINESS

RESOLUTION TO ADOPT EMPLOYEE ARTIFICIAL INTELLIGENCE (AI) MANUAL

President and CEO Donna O'Daniels presented an Employee Artificial Intelligence Manual developed in accordance with emerging Destinations International accreditation requirements and industry best practices.

The policy establishes guidelines for the responsible use of artificial intelligence by Commission employees, including appropriate human oversight and verification of AI-generated information. O'Daniels explained that AI tools may be used to improve operational efficiency and allow staff to devote additional time to strategic work, while maintaining safeguards for accuracy and appropriate use.

Commissioners discussed the importance of fact-checking AI-generated information and maintaining human review of work produced with AI assistance.

The Board considered a resolution approving and adopting the Employee AI Manual effective August 25, 2026. The resolution authorizes the President and CEO to implement and administer the manual and make non-material revisions as necessary. Material changes must be submitted to the Commission for approval.

Motion: FONTENOT | Second: HEWITT | Result: ADOPTED by Roll Call Vote (Y – 5 | N – 0)

COMMISSIONER COMMENTS / GUEST COMMENTS

Vice-Chair Alex Carollo welcomed Kevin Davis to the Commission and provided an update on City of Slidell activities. He reported that the recent White Linen event in Old Town Slidell attracted more than 16,000 attendees and noted upcoming cultural and concert programming.

NEXT MEETING

The next Regular Board Meeting will be held Tuesday, October 27, 2026, at the Visit The Northshore office in Mandeville.

ADJOURN

Motion: DAVIS | Second: HEWITT | Result: CARRIED

DEVAN RICHOUX, CFO

MELISSA FONTENOT, SEC/TREASURER