

**ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING MINUTES
AUGUST 20, 2024**

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The **Regular Board Meeting** was held on Tuesday, August 20, 2024, at the Harbor Center, 100 Harbor Center Blvd, Slidell, LA 70461.

Chair Marlaine Peachey called the Regular meeting to order at 2:00 PM. She gave the **Invocation** and led the **Pledge of Allegiance**.

COMMISSIONERS PRESENT

Marlaine Peachey
Alex Carollo
Katherine Dominique
Mark Myers
Melissa Ruddick

COMMISSIONERS

EXCUSED
Patti Elish
Barry Bagert

COMMISSIONERS ABSENT

A quorum was present.

OTHERS PRESENT

Donna O’Daniels, President/CEO
Devan Richoux, Chief Financial Officer
Katie Guasco, Chief Marketing Officer
Tanya Leader, VP of Sales & Services

Kathy Lowry, the Harbor Center
Cody Bienvenu, the Harbor Center
Thomas Huval, Commission Counsel
Kadee Krieger, St. Tammany Farmer

APPROVAL OF AGENDA

Marlaine Peachey asked if anyone had anything to change or add to the agenda.
Mark Myers made **a motion** to approve the agenda as is and Alex Carollo seconded.
The motion carried.



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LOUISIANA'S *Easy* ESCAPE

OLD BUSINESS

APPROVAL OF MINUTES

A **motion** to approve the June 25, 2024, Regular Board Meeting minutes was made by Alex Carollo. Katherine Dominique seconded, and ***the motion carried.***

FINANCIAL REPORT

Devan Richoux presented the Financial Report for June & July 2024. Mark Myers made a **motion** to approve the Financial Report. Katherine Dominique seconded, and ***the motion carried.***

STAFF REPORT

Donna O'Daniels congratulated herself and Katie Guasco for completing their CDME accreditations. She also said Tanya is very closed to receiving hers officially as well.

Katie Guasco presented the Marketing and Communications department report:

Tammany Taste of Summer is almost over. Nearly 50 restaurants are participating this year.

Katie presented the new leisure marketing video.

Taylor Swift campaign is making progress and official graphics were shared with partners. A paid campaign will run on Spotify targeting listeners who play Taylor Swift's music.

Website is launching on August 28th.

All the Waves podcast is doing well and has 1500 downloads to date. This does not include all listens, just actual downloads to listeners' phones.

Social media is doing well, Instagram and Facebook followers are open. Content interaction is doing great as well.

Influencer partner group has been officially named Easy Escape Insiders.

Blogs and E-newsletters are continuing to have high open rates.

Murals are progressing as part of the Community Relations committee.

Erica completed Year 2 of her STS Marketing College and Sarah will graduate this year.

Tanya Leader presented the Sales & Services department report:

Presented the Leads & Service Requests from Jun/July. These are all estimates because this is foreshadowing.

Meetings and conferences included: Military Reunion Network & Spotlight in the Southeast.

STAFF REPORT (CONTINUED)

Groups included: Louisiana Realtors Association held a meeting for 3 days & 2 nights at the Southern Hotel/Fleur de Lis event center.

The Sales team and Tico will travel with Visit Baton Rouge to New York and Florida for international sales missions.

A self-identifying survey was sent to Partners and received 40 responses so far.

DEI Committee: Boombox team is coming to Northshore for a site visit to gather research for an upcoming LGBTQ+ article.

Industry Relations Committee Update: the hospitality ambassador program has an official name and logo now.

BUILDING UPDATE

Construction has slowed down some but this week a lot has been happening with the airducts being run for the new drop ceilings. Dry wall is also coming soon.

NEW BUSINESS

RESOLUTION TO PURCHASE FURNITURE FROM STATE CONTRACT

Alex Carollo read the resolution aloud. Mark Myers made a **motion** to adopt the resolution. Melissa Ruddick seconded, and ***the motion carried.***

COMMISSIONER COMMENTS

Mark Myers mentioned Lobby Lounge continues to do great. Next year, monthly shows will be held, with the two lobbies.

Melissa Ruddick announced the birth of her grandson.

Katie Dominique says renovations at the Homewood Suites are almost completed.

Alex Carollo thanked the staff for their hard work.

Marlaine Peachey announced Mandeville events at the trail head each Friday coming up.

GUEST COMMENTS

Kathy Lowry said she's thrilled to welcome the board meeting to the new 9000 sq ft expansion of the Harbor Center. She reminded everyone that the official grand opening will be held this Thursday @ 11am. Tomorrow the RFI will be in the Farmer for the next 3 weeks for a public private partnership for a future hotel at the site.

NEXT MEETING

The next regular meeting is scheduled to be held on Tuesday, October 29, 2024, at 2PM at a location to be determined.

ADJOURN

Mark Myers made a **motion** to adjourn, and Alex Carollo seconded. *The motion carried* and the meeting adjourned.

Minutes Respectfully Submitted,

DEVAN RICHOUX, CFO

MARLAINE PEACHEY, CHAIRMAN