

**ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING MINUTES
JUNE 30, 2026**

Visit **THE
NORTH
SHORE**

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

Call to Order: Chair Patti Elish called the regular meeting to order at 2:06PM.

Invocation: Led by Commissioner Mark Myers

Pledge of Allegiance: Recited

ATTENDANCE

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

OTHERS PRESENT

Donna O'Daniels, President/CEO
Devan Richoux, Chief Financial Officer
Katie Guasco, Chief Marketing Officer
Zondra Jones, Senior Sales Manager
Macy Strickland, Summer Intern

Tico Soto, Tourism Tactics by Tico
Thomas Huval, Commission Counsel
Kadee Krieger, St. Tammany Farmer
Ford duQuesnay, Ericksen Krentel

APPROVAL OF AGENDA

The Board unanimously approved the agenda as amended to move the audit presentation to the beginning of the meeting before Old Business.

Motion: MM | **Second:** AC | **Result:** Carried

PRESENTATION OF 2025 AUDIT & AGREED UPON PROCEDURES

Ford duQuesnay with Ericksen Krentel presented the Commission's 2025 independent audit. The Commission received an unmodified (clean) opinion with no material weaknesses, significant deficiencies, or audit findings. The Agreed Upon Procedures report also contained no findings. He noted the Commission's strong financial position, successful completion of office renovations, accurate budgeting, and commended staff for maintaining excellent financial records and responsiveness throughout the audit process. Commissioners congratulated staff on another successful audit.

Motion: MM | **Second:** AC | **Result:** Carried



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LOUISIANA'S *Easy* ESCAPE

OLD BUSINESS

APPROVAL OF MINUTES – APRIL 28, 2026

Motion: AC | **Second:** SH | **Result:** Carried

FINANCIAL REPORT – APRIL & MAY 2026

CFO Devan Richoux presented the Financial Report. Year-to-date revenues totaled approximately \$1.5 million and remained in line with budget. Marketing and promotion expenses were below budget primarily due to delayed expenditures associated with the Holiday Lights initiative. Administrative expenses remained within budget, and capital outlay expenditures were minimal. Richoux also reviewed year-to-date comparisons with the prior year, provided an update on the Tourism Master Plan and Holiday Lights strategic initiatives, and noted continued positive growth in Remote Sellers Commission collections.

Motion: KD | **Second:** MM | **Result:** Carried

STAFF REPORT

President/CEO Donna O'Daniels updated the Board on Vice President of Sales and Services Tanya Leader's medical leave, noting her continued positive progress and anticipated bone marrow transplant. She also introduced summer intern Macy Strickland and thanked Tico Soto for assisting the sales team during Leader's absence. O'Daniels reported that the Commission received an additional \$325,000 legislative appropriation through Senator Patrick McMath to support future initiatives identified in the Tourism Master Plan.

Marketing & Communications and Sales & Services updates were presented:

Zondra Jones presented updates on sales and services activities, including meetings and conventions, sports tourism, military reunions, hospitality training, and industry partnerships. Shore Tell University continues with 14 participants preparing for graduation later this year.

Katie Guasco presented the marketing and communications report, highlighting new marketing initiatives including the "Float A While Sip Series," "Glitz & Gallivant" holiday campaign, and the regional outdoor tourism partnership with Tangipahoa and Washington Parishes. She also reviewed Visit The Northshore's participation in IPW, Travel South USA, National Travel & Tourism Week, public relations efforts, podcast production, social media performance, film activity, community relations projects, and staff professional development accomplishments.

MASTER PLAN UPDATE

Donna O'Daniels provided an update on the Tourism Master Plan, noting that more than 600 stakeholders have participated in the planning process. She reviewed the draft strategic goals, which focus on destination infrastructure, outdoor assets, local culture, sports tourism, and improving visitor access and community support. She explained that the steering committee will meet in August to validate the draft before the final plan is presented to the Board. The completed plan will include a five-year implementation strategy and serve as a living document to guide future Commission priorities.

HOLIDAY LIGHTS UPDATE

Donna O'Daniels reported that the Fontainebleau Holiday Lights project remains delayed while the Office of State Parks awaits approval from the Division of Administration before issuing bid documents. Commissioners discussed the importance of maintaining legislative support for the project and acknowledged that the timeline may delay implementation if approvals are not received soon. Staff will continue monitoring the project and coordinating with state officials.

NEW BUSINESS

COMMISSIONER COMMENTS / GUEST COMMENTS

Commissioners shared updates from their respective organizations and communities. Mark Myers reported continued success of the Harbor Center Lobby Lounge concert series and upcoming performances. Alex Carollo highlighted upcoming City of Slidell events, including the Celebrate America 250 Golf Cart Parade and Independence Day festivities. Sharon Hewitt commended staff on the Commission's accomplishments and expressed enthusiasm for the Tourism Master Plan's regional impact. Katie Domingue provided an update on the Northshore Lodging Association and reported strong participation from local hotel representatives. Commissioners expressed appreciation for staff's continued accomplishments, including another successful audit and ongoing progress toward implementation of the Tourism Master Plan.

Guest comments included questions regarding the Tourism Master Plan steering committee, Visit The Northshore's co-branded promotional merchandise program, and opportunities for future funding through a Visit The Northshore Foundation.

NEXT MEETING

The next Regular Board Meeting will be held Tuesday, August 25, 2026, at 2:00 p.m. at The Harbor Center in Slidell, Louisiana.

ADJOURN

Motion: AC | **Second:** KD | **Result:** Carried

DEVAN RICHOUX, CFO

MELISSA FONTENOT, SEC/TREASURER