

ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING MINUTES
APRIL 30, 2024

The **Regular Board Meeting** was held on Tuesday, April 30, 2024, at the Hilton Garden Inn, 350 Holiday Square Boulevard, Covington, Louisiana.

Chair Marlaine Peachey called the Regular meeting to order at 2:00 PM. At Ms. Peachey's request, Mark Myers gave the **Invocation** and led the **Pledge of Allegiance**.

COMMISSIONERS PRESENT

Barry Bagert
Katherine Domingue
Patti Elish
Mark Myers
Marlaine Peachey
Melissa Ruddick

COMMISSIONERS EXCUSED

Alex Carollo

COMMISSIONERS ABSENT

A quorum was present.

OTHERS PRESENT

Donna O'Daniels, President/CEO
Devan Richoux, Vice President & DFO
Katie Guasco, Chief Marketing Officer
Rae Shipley, Executive Assistant
Erica Glory, Communications Manager

Tanya Leader, Vice President, Sales & Services
Thomas Huval, Commission Counsel
Valerie Waeltz, Harbor Center
Roberta Carrow-Jackson, Multimedia Content Manager
Todd Whalley, St. Tammany Corporation

APPROVAL OF AGENDA

Marlaine Peachey asked if Board members had looked over the Agenda and approved of it. Mark Myers made **A MOTION** to approve the agenda and Patti Elish seconded. **The Motion** carried.

OLD BUSINESS

APPROVAL OF MINUTES

A MOTION to approve the February 20, 2024 Regular Board Meeting minutes was made by Patti Elish. Mark Myers seconded, and **The Motion** carried.

FINANCIAL REPORT

Devan Richoux presented the Treasurer's Report for January 2024, February, 2024 and March, 2024. Mark Myers made **A MOTION** to file the Financial Report for audit as presented. Barry Bagert seconded, and **The Motion** carried.

STAFF REPORT

▪Tanya Leader, Vice President of Sales and Services, said the Sales Department hosted association sales calls with Valerie Waeltz of the Harbor Center and attended the LSAE monthly Lunch & Learn. Zondra Jones attended the SGMP DEI committee meeting and the SGMP Louisiana Chapter monthly meeting. They co-sponsored the Louisiana Homeschool Conference, and attended the Here Comes the Bride Expo at the Harbor Center, meeting with over 40 couples. They were part of the local organizing committee for CAGNO's Tour de Lis biking event at Fontainebleau State Park, with over 200 riders participating. They were host community partner of the U.S. Restoration Northshore Golf Championship at Beau Chene. Ninety-three golfers participated, and all were from outside the state of Louisiana. Zondra attended Rendezvous South conference, partnering and co-sponsoring with Visit Kenner as "Louisiana's Causeway Connection." Visit the Northshore had a booth at the Police Jury Association of Louisiana annual conference in March. Zondra attended the

LTA DEI task force meeting. The task force is preparing a tourism campaign video during National Travel and Tourism Week.

▪Katie Guasco, Chief Marketing Officer, presented the Marketing and Communications department report. Our new exterior signage is up and looking nice, according to what people have told us. The Spring/Summer visitor guide is out and has a beautiful sunset photograph on the cover by Virender Ajmani. Our website homepage design is currently under development. Katie and Zondra continue their podcast “All the Waves,” and have just completed the fifth segment. Recent guests have included Sal Impastato of Sal & Judy’s, musician Amanda Shaw, Jennifer Wallace of Fontainebleau State Park, Jamie Roche of Dew Drop, Jim MacPherson of the Maritime Museum and Anthony Lott of the Bayou Lacombe Museum. Katie and Zondra were invited to parade as guests with the Mande Milkshakers in the St. Patrick’s Day parade in Slidell. We have 54,000 followers on Facebook and 13,400 followers on Instagram.

BUILDING PROJECT UPDATE

▪Devan Richoux said the project will begin on site next Monday. We are getting a pod for storage as we clear the inside of the building. Most of the staff will be working out of the Northshore facility in Covington, near the parking garage of the Courthouse. We are under contract with the Northshore Community Foundation for the use of the facility through October. Some staff will remain at the Visitor Center in Mandeville. The project will take approximately 150 days.

NEW BUSINESS

AMEND BUDGET FOR YEAR-ENDED 2023

▪An annual budget must be amended for any changes of five percent or higher. Our revenue is higher than we thought it would be when planning the budget. The building project is also a factor. Our interest income is better than projected. Due to those factors, the budget must be amended.

RESOLUTION TO ADOPT AMENDED BUDGET

▪Marlaine Peachey read the Resolution. Barry Bagert made **A MOTION** to adopt a Resolution amending the budget. Mark Myers seconded and following a roll call vote **The Motion** carried unanimously, with one absent.

COMPLIANCE QUESTIONNAIRE

▪The Compliance Questionnaire is a form given to our auditors each year when we turn our records over to them for audit, and it states that the Tourist Commission is in compliance with all state statutes as required. Barry Bagert made **A MOTION** to adopt the Compliance Questionnaire as presented. Mark Myers seconded, and **The Motion** carried.

RESOLUTION TO ALLOW DONNA O’DANIELS TO SIGN AND ENTER INTO COOPERATIVE ENDEAVOR AGREEMENT WITH LOUISIANA OFFICE OF TOURISM (LOT)

▪This Resolution is required yearly by the Louisiana Office of Tourism and authorizes Donna O’Daniels to sign and enter into agreements and obligations with LOT to receive grant money. Patti Elish read the Resolution. Mark Myers made **A MOTION** to adopt **The Resolution** and Barry Bagert seconded. **The Motion** carried.

COMMISSIONER COMMENTS

- Melissa Ruddick said she has enjoyed the podcasts the Tourist Commission has produced. She also said she found the new visitor guide to be very well done.
- Mark Myers said the Crawfish Cookoff was a big success, with 8,000 people enjoying over 21½ tons or 43,000 pounds of crawfish in the span of seven hours. On June 13, the Lobby Lounge is having a rising star in folk/pop music perform.
- Patti Elish complimented and congratulated the staff on the work they do and said she feels like it is having an impact on the Northshore and the region.
- Marlaine Peachey said the Mandeville Live! concert on May 3 with the New Orleans Mystics. May 11 is the Food Truck Festival from 4:00 to 8:00 pm at the Mandeville Lions Club Hall on Lafitte Street.
- Donna O’Daniels said after the tornado incident in Slidell, it was good to see organizations such as the Tourist Commission, Northshore Business Council, St. Tammany Corporation collaborate, particularly with hurricane season beginning in a month. She also announced that Rae Shipley is going to retire at the end of June.

GUEST COMMENTS

▪Valerie Waeltz said the Harbor Center is working with Project Graduation and they will accommodate students May 4 and 5. The expansion is coming along well and there is the possibility it will be completed ahead of schedule.

NEXT MEETING

▪ The next regular meeting is scheduled to be held on Tuesday, June 25, 2024, at a location to be determined.

ADJOURN

▪Barry Bagert made A MOTION to adjourn, and Mark Myers seconded. The Motion carried and the meeting adjourned.

Minutes Respectfully Submitted,

Rae Shipley
Recording Secretary

Marlaine Peachey
Chairman