



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING
TUESDAY, OCTOBER 29, 2019

1. Chairman Mark A. Myers called the **Regular Board of Commissioners** meeting to order on Tuesday, October 29, 2019, at 2:00 p.m. at the Tourist Commission office located at 68099 Highway 59 in Mandeville, LA.

2. Roll Call

COMMISSIONERS PRESENT

Alex Carollo
Katherine Diemont
Bonnie Eades
Patti Elish
Mark Myers
Marlaine Peachey

COMMISSIONERS EXCUSED

T. J. Smith, Jr.

COMMISSIONERS ABSENT

A quorum was present

3. Introduction of Guests

OTHERS PRESENT

Donna O’Daniels, President and CEO	Christina Cooper, V.P., Marketing and Communications
Devan Richoux, CPA, V.P. Finance & Administration	Anna Strider, Manager of Marketing and P.R.
Rae Shipley, Assistant to CEO	Thomas Huval, Commission Counsel
Zondra Jones, Senior Sales Manager	Bill McHugh, St. Tammany Farmer/The Advocate

4. **APPROVAL OF MINUTES**

A MOTION was made by Alex Carollo, and seconded by Patti Elish, to approve the August 26, 2019 Regular Board Meeting minutes. **The Motion** carried.

5. **TREASURER’S REPORT**

Bonnie Eades presented the Treasurer’s Report for August 2019 and September 2019. Marlaine Peachey made **A MOTION** to file the Treasurer’s Report for audit as presented. Patti Elish seconded, and **The Motion** carried.

At this point in the meeting, **A MOTION** was made by Alex Carollo to move up agenda Item 8. a., under New Business, due to Jill Kidder’s schedule. Bonnie Eades seconded, and **The Motion** carried.

8.a. **LOUISIANA TRAVEL ASSOCIATION PRESENTATION AND NEW BOARD MEMBER SYMPOSIUM**

Jill Kidder, President and CEO of the Louisiana Travel Association (LTA) started off by saying the St. Tammany Parish Tourist and Convention Commission and its staff, are considered to be leaders in the industry by her organization, as well as by other tourism entities around the state, and is an economic catalyst for St. Tammany Parish. LTA has about 800 members across the state and that membership is composed of DMOs, CVBs, hotels, B&Bs, accommodations, attractions, restaurants, festivals and others associated with the travel industry. LTA’s job is to educate, promote and advocate for those members. The organization will be celebrating its 60th anniversary in 2021. Louisiana Association of Convention & Visitor Bureaus (LACVB), which is an arm of LTA, will be holding a Board Member Symposium February 17 and 18 of next year in Alexandria and Ms. Kidder invited our Board of Commissioners to attend. Donna O’Daniels urged them to attend, saying that it will be an opportunity to learn and network, and would be especially valuable to the newer board members. She would like at least four to attend. They have two top professionals in the country that are going to be the facilitators, and they will be getting some registration information to Donna.

6. **STAFF REPORT**

•Donna O’Daniels, President and CEO, recently attended the SATW (Society of American Travel Writers) Annual

Conference in El Paso and returned with some great leads that she is sharing with Christina and Anna. She introduced Visitor Services staff members, Louise and Sarah. Louise has been promoted to full time status. Sarah used to work at Disney World portraying characters.

▪ Zondra Jones, Senior Sales Manager, reported that she attended Small Market Meetings in Green Bay, Wisconsin and had appointments with 25 meeting and sporting event coordinators. They hosted the annual hospitality fam tour, with 18 partners participating from nine area hotels. They hosted on-site training for TourMappers North American Tour Specialists. The contracting manager has inquired about several of our accommodations and attractions for the 2020/2021 season. They worked with Louisiana Senior Olympics and Recreation District #1 on assisting with venue rental at Pelican Park. The event brought in 112 senior athletes from Mississippi, Louisiana and Texas, and there were over 40 room nights. A service request went out for the Plumbers Heating and Cooling Contractors meeting and it was confirmed and held at the Harbor Center with 215 attendees. They are working with organizers of Decaman USA on logistics for an event in October 2020. Organizers are coming to the area in November to begin planning the event.

▪ Christina Cooper, Vice President of Communications, said she and Anna, along with Keith and Nealy Frenz from LOLA and Jeffrey and Amy Hansell from Oxlot 9, teamed up with the Louisiana Office of Tourism (LOT), Louisiana Travel Association (LTA), LA Seafood Promotion & Marketing Board and the Atlanta Journal Constitution to promote Louisiana Culinary Trails in Atlanta October 21 through 23. There was a Louisiana-themed media reception and a restaurant take over. *The Travel Channel.com* ran an article “Small American Towns with Big Food Scenes” and there was a segment on the food scene in Covington. Their website received over 6.6 million visits. St. Tammany also received article placement in *Small Market Meetings* magazine, which has a circulation of 10,000 meeting planners. They hosted a freelance writer for the *Telegraph UK* on a FAM that included The Lakehouse, The Dew Drop Inn and Ruby’s Roadhouse for an article on the music scene. Earlier in October, they hosted Eben Diskin of *Matador Network* on a culinary FAM and visited Liz’s Where Y’at Diner, Del Porto and Oxlot 9. They are working with Constant Contact to create a redesign of the e-news template beginning next year. It will have a different look from the current version. The Film Commission is in transition and Anna Strider will be handling its duties. The processes and procedures are being analyzed and evaluated to better serve the community and the film industry. They are going to meet with Trey Burvant of Second Line Stages and will be taking Chris Masingill of St. Tammany Corp. with them. Anna has been doing monthly interviews at Fox 8 New Orleans news to promote events in St. Tammany.

7. **OLD BUSINESS**

None

8. **NEW BUSINESS**

b. ► **AUXILIARY AGENDA**

None

c. ► **COMMISSIONER COMMENTS**

▪ Marlane Peachey reported that Mandeville is going to have a Chick-fil-A opening up at the site of the old K-Mart. Nothing is definite yet, but there may be a Trader Joe’s going there as well. New restaurants are continuing to open in the city and they seem to be doing very well.

▪ Alex Carollo said. November 1 is the Olde Towne Veterans Crawl benefiting veterans on Carey Street from 5 pm until 7 pm. It will feature the National WWII Museum’s Victory Belles. The Slidell Jazz and Blues Festival is Saturday, November 2 from 12:00 Noon until 8 pm at Heritage Park. The next Bayou Jam will be at the Slidell Municipal Auditorium on November 17, from 5 pm to 7 pm, and Ronnie Kole will be the headliner.

▪ Mark Myers said the 11th Annual Wine and Dine with Hospice will be Thursday, November 7 from 5 pm until 9 at Benedict’s Plantation. Tickets are \$75.00. There will be over 100 varieties of wine and spirits to sample and a silent auction as well as a live auction. The season’s final Lobby Lounge at the Harbor Center will be Wednesday, November 13 with Ellisa Sun performing, and she just completed a national tour. Amanda Shaw’s show completely

sold out.

d. ► **GUEST COMMENTS**

- Bill McHugh said he attended a Planning and Zoning meeting, and the street behind the old K-Mart is parish-owned property and is going to be rezoned. It is his understanding that there will be several retail outlets going into that location.
- Roberta Carrow-Jackson noted that with the month of November being Native American Heritage Month, there are some events taking place at the Bayou Lacombe Museum in Lacombe. On the four Saturdays in November, from 1:00 pm to 4:00 pm, there will be tribal dances, demonstrations, traditional foods, beadwork, split cane basketry, hide tanning, blowgun making, powwow dancing, tribal commemorations and discussion forums, celebrating Bayou Lacombe's Choctaw heritage. The museum is located at 61115 Saint Mary Street.

9. **NEXT MEETING**

The next Regular Board of Commissioners meeting will be held on Tuesday, December 17, 2019, at 2:00 PM, at the Tourist Commission office located at 68099 Highway 59, Mandeville, Louisiana.

10. **ADJOURNMENT**

Bonnie Eades made **A MOTION** to adjourn and Alex Carollo seconded. **The Motion** carried and the meeting adjourned at 3:06 PM.

Minutes Respectfully Submitted,

Rae Shipley
Recording Secretary

Mark A. Myers
Chairman

