



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION  
REGULAR BOARD OF COMMISSIONERS MEETING  
OCTOBER 18, 2022

The **Regular Board Meeting** was held on Tuesday, October 18 , 2022 at the Courtyard by Marriott, Covington, LA..

Chair Marlaine Peachey called the meeting to order at 2:00 PM. She then delivered an Invocation, followed by Mark Myers leading the Pledge of Allegiance.

**COMMISSIONERS PRESENT**

- Alex Carollo
- Katie Diemont
- Patti Elish
- Mark Myers
- Marlaine Peachey
- Melissa Ruddick

**COMMISSIONERS EXCUSED**

**COMMISSIONERS ABSENT**

- T. J. Smith, Jr.

*A quorum was present*

**OTHERS PRESENT**

- Donna O’Daniels, CEO and President
- Devan Richoux, CPA, V.P., Finance & Administration
- Rae Shipley, Assistant to CEO
- Katie Guasco, Chief Marketing Officer
- Tanya Leader, Vice President of Sales

- Zondra White Jones, Senior Sales Manager
- Thomas Huval, Commission Counsel
- Andrew Canulette, The Advocate/St. Tammany Farmer
- Lacey Osborne, St. Tammany Chamber

**APPROVAL OF AGENDA**

Mark Myers made **A MOTION** to approve the agenda. Patti Elish seconded, and **The Motion** carried.

**OLD BUSINESS**

**APPROVAL OF MINUTES**

Mark Myers made **A MOTION** to approve the August 30, 2022 Regular Board Meeting minutes. Patti Elish. seconded, and **The Motion** carried.

**TREASURER’S REPORT**

Devan Richoux presented the Treasurer’s Report for August 2022 and September 2022. Mark Myers made **A MOTION** to file the Treasurer’s Reports for audit as presented. Alex Carollo seconded, and **The Motion** carried.

**STAFF REPORT**

•Donna O’Daniels said the Tourist Commission is in a good financial state. We are going to email some of the meeting information out to the Board now rather than make paper copies for the meeting folders. Hopefully, at the December meeting, and hopefully in 2023 we will be preparing some PowerPoints to share. The Strategic Plan was adopted about 15 months ago and she wanted to touch on some of the metrics that Berkeley Young said we should be continually done. Two of these are the Business Plan and the Annual Report. In 2022, we won the Louie Award for CVB of the Year. We finished our DMAP accreditation process and is now under staff review. Visitor spending is up 16.9% over the last year, also lodging room demand is up 24.7% and ADR is 47.5% over the last twelve months. We are outpacing 2019.

•Tanya Leader, Vice President of Sales, said that for the last two months, she and Zondra have been doing some extensive travel on behalf of the Tourist Commission. They attended Student Youth Travel Association (SYTA) in Washington, DC late in August where they had 15 confirmed appointments with Tour Operators. They also attended the Sports Relationship Conference in Savannah where they met with 14 scheduled appointments and co-hosted the after-hours event on behalf of Team Louisiana. Sales calls were conducted in Houston with Tourism Tactics by Tico where they met with 14 corporate meeting planners, who were interested in learning more about the

Northshore. They attended Small Market Meetings in Wichita, Kansas and met with 24 qualified meeting planners. We hosted, along with Tourism Tactics by Tico, Bon Voyage Travel, for a three-day FAM of the Northshore. Bon Voyage Travel is a U.K. based tour company that focuses on custom tailored travel. The owner was delighted with the possibilities on the Northshore, and has begun training staff on the area. Follow-up continues for all. We hosted 10 delegates on a Group Travel Leader Louisiana FAM that was coordinated through the Louisiana Office of Tourism.

▪Katie Guasco, Chief Marketing Officer, said the Annual Report for 2021 is done and the Business Plan is with the designer. Our team is on line to complete the digital asset management system and is currently categorizing more than 22,000 images and videos. This is a centralized system that stores, organizes, and distributes all of our digital assets. The focus groups with stakeholders were held on September 15. Brand stakeholder engagement is a requirement of the DMAP re-accreditation process. Katie and Roberta Carrow-Jackson participated in the Explore the Northshore Business and Community Expo, held at the Harbor Center on September 22. Katie and Donna participated in the Elite Media Reveal presentation by Louisiana Travel Association on September 13. She and Donna plan to attend the Certified Destination Management Executive core class on October 23. We have five press trips coming in the next few weeks and include press from the UK and Germany.

### **NEW BUSINESS**

#### **PROPOSED AMENDED BUD FOR YEAR ENDING DECEMBER 31, 2022**

▪Our revenue is higher than we thought it would be when planning the budget. Our interest income is better than projected. Due to those and several other items, the budget must be amended. Alex Carollo made **A MOTION** to approve the amended budget. Mark Myers seconded, and **The Motion** carried.

#### **RESOLUTION TO ADOPT AMENDED BUDGET**

▪Mark Myers made **A MOTION** to adopt a Resolution amending the budget. Patti Elish seconded, and following a roll call vote **The Motion** carried.

#### **COMMISSIONER COMMENTS**

- Mark Myers said The Black Feathers, a band from Wales, are playing tonight at the Lobby Lounge in the Harbor Center. Amanda Shaw rounds out the season on November 17. The Harbor Center expansion is in the process of moving forward. They have had several inquiries from hotels. The Harbor Center is receiving a lot of business from New Orleans.
- Alex Carollo said the recent movie nights at Heritage Park have been a success. They are also in the process of planning Christmas events. Bayou Jam has been a success. October 28, Movie Nights winds up for the year with “Hocus Pokus.”
- Melissa Ruddick said she attended the Food Truck Festival. It was enjoyable and well attended.

#### **GUEST COMMENTS**

▪Lacey Osborne said she hoped the Chamber could help get the word out that we are back. Hopefully next year we can collaborate on events for Tourism Week, in May. They are coming up on their third year of being the one Chamber for the Parish.

#### **NEXT MEETING**

▪ The next meeting was scheduled to be held on Tuesday, December 20 .at 2:00 PM at a location to be determined. However, due to timing constraints due to approval of the 2023 budget requirements, it was proposed that it be held on December 13. Mark Myers made **A MOTION** to accept the change and Alex Carollo seconded. **The Motion** carried.

#### **ADJOURN**

▪Mark Myers made **A MOTION** to adjourn, and Alex Carollo seconded. **The Motion** carried and the meeting Adjourned.

*St. Tammany Parish Tourist and Convention Commission  
Regular Board of Commissioners Meeting  
Tuesday, October 18, 2022  
Page Three*

Minutes Respectfully Submitted,

---

Rae Shipley  
Recording Secretary

---

Marlaine Peachey  
Chairman