



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING
DECEMBER 13, 2022

The **Regular Board Meeting** was held on Tuesday, December 13, 2022 at the Hilton Garden Inn, Covington, LA.

Chair Marlaine Peachey called the Regular meeting to order at 2:15 PM, following the Budget Public Hearing.

COMMISSIONERS PRESENT

Alex Carollo
Katherine Diemont
Marlaine Peachey
Melissa Ruddick

COMMISSIONERS EXCUSED

Patti Elish
Mark Myers

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
Thomas Huval, Commission Counsel

Sarah Hill, Marketing & Communications
Erica Glory, Marketing & Communications
Andrew Canulette, The Advocate/St. Tammany Farmer
Todd Whalley, St. Tammany Corporation

APPROVAL OF AGENDA

Marlaine Peachey said she would like to make a change to the agenda, moving item number three under Old Business, Staff Report, to item number six under New Business, as Alex Carollo would have to leave the meeting early and a quorum was needed for items number one through five. Alex Carollo made **A MOTION** to approve the agenda as amended and Melissa Ruddick seconded. **The Motion** carried.

OLD BUSINESS

APPROVAL OF MINUTES

Alex Carollo made **A MOTION** to approve the October 18, 2022 Regular Board Meeting minutes. Melissa Ruddick seconded, and **The Motion** carried.

TREASURER’S REPORT

Devan Richoux presented the Treasurer’s Report for October, 2022 and November, 2022. Melissa Ruddick made **A MOTION** to file the Treasurer’s Report for audit as presented. Katherine Diemont seconded, and **The Motion** carried.

NEW BUSINESS

RESOLUTION TO APPROVE AND ADOPT BUDGET FOR YEAR ENDING DECEMBER 31, 2023

▪Having held a Budget Public Hearing prior to this Regular Meeting, Chair Marlaine Peachey read a **Resolution** to Adopt the proposed Budget for year ending December 31, 2023. **A MOTION** to approve the **Resolution to Adopt** was made by Alex Carollo. Melissa Ruddick seconded, and following a roll call vote, **The Motion** carried.

RESOLUTION TO UPDATE SIGNATURE FOR CEA WITH LOUISIANA STATE TREASURER’S DEPARTMENT

▪Alex Carollo read a **Resolution** to Update Signature Authorizing the Execution of CEA with the Louisiana State Treasurer’s Department. Mr. Carollo then made **A MOTION** to adopt the **Resolution**. Katherine Diemont seconded, and following a roll call vote, **The Motion** carried.

RESOLUTION TO ADOPT BUILDING FUND

▪ The Tourist Commission headquarters building is now 25 years old and is going to require updating and repairs, as well as possible expansion of the square footage. Melissa Ruddick read the **Resolution**. Ms. Ruddick then made **A MOTION** to adopt the **Resolution**. Katherine Diemont seconded, and following a roll call vote, **The Motion** carried.

PROPOSED MEETING DATES FOR 2023

Proposed meeting dates for 2023 were presented to the board and accepted. All meetings will begin at 2:00 pm unless noticed otherwise. The dates are:

- Tuesday, February 28, 2023 at the Harbor Center
- Tuesday, April 25, 2023 location to be determined
- Tuesday, June 27, 2023 location TBD
- Tuesday, August 29, 2023 at the Harbor Center
- Tuesday, October 31, 2023 location TBD
- Tuesday, December 12, 2023* location TBD
- * includes Budget Public Hearing

ELECTION OF OFFICERS FOR FY 2023

▪ Alex Carollo made **A MOTION** to keep the current officers in place for another year. Executive Committee/Board Officers are: Marlaine Peachey, Chair, Patti Elish, Vice Chair, and Alex Carollo, Secretary/Treasurer. Katherine Diemont seconded, and following a roll call vote, **The Motion** carried.

STAFF REPORT

▪ Donna O’Daniels said staff has been very busy and doing some incredible work. She asked Katie Guasco to give a report. Rhyme & Reason (R & R) has moved on to Phase 2 of the rebrand process and will be working on taglines, product development and a new, streamlined logo. Copies of the 2023 Business Plan are now available. Additional copies are also available at the Tourist Commission office and please feel free to share it and the 2022 Annual Report with the community. The team recently held a weeklong photoshoot and video shoot with Kevin Garrett and Loud Cat Creative. Explore issue number 11 is underway and we are on target for completion of the Spring/Summer 2023 edition. Katie Guasco and Sarah Hill represented Louisiana Northshore in Charlotte, NC for the Louisiana Culinary Trails Restaurant Takeover. Chef Ross Dover of Palmetto’s on the Bayou and Chef Amanda Birdsong of Cured On Columbia participated. Erica Glory managed logistics for WWL Eyewitness Morning News live in St. Tammany Parish. Katie Guasco also gave kudos to Roberta Carrow-Jackson and Commission Katherine Diemont for completing their final LTLA project. They will graduate the program at the Louisiana Travel Association Annual Meeting on January 19, 2023. Donna also stated that we have been actively engaging and collaborating with St. Tammany Corp., the Chamber of Commerce and the Business Council, etc., through the St. Tammany Economic Partnership, and while we may have different approaches to accomplishing our goals, the ultimate unifying achievement is the betterment of St. Tammany Parish and its citizens.

COMMISSIONER COMMENTS

- Alex Carollo said the City of Slidell recently held Christmas Under the Stars. They have also put together a Slidell Salutes our Veterans concert that is taking place on Thursday the 15th with the Victory Belles performing, and are working on Bayou Christmas, at Heritage Park, which is free to the public December 15 through 18 and December 22 and 23.
- Melissa Ruddick said she attended a recent Professional Women of St. Tammany meeting and Zondra Jones was the guest speaker. She said the consensus was that Zondra was quite engaging and did an excellent job and gave out some very interesting information and it was great seeing her out in the community.

GUEST COMMENTS

- Devan Richoux reminded the Commissioners that they need to complete their Ethics Training, Sexual Harassment Training by December 31. If completed beyond that date, we will get a finding on our audit. There is also another training course on cyber security that is new this year and must be taken as well. You are welcome to take the courses in our office.
- Katie Guasco said there are extra copies of the Annual Report and Business Plan in the back of the meeting room and please take as many of them as you would like.

- Andrew Canulette said he will be writing about it soon but that North New Hampshire Street in Downtown Covington is undergoing major growth and renewal. There is an expansion to the Southern Hotel, the Star Theatre is going to become a boutique bowling alley with a rooftop bar. There are also plans to bring in a new restaurant from the Shaya group in New Orleans.
- Todd Whalley said he just had a chance to look at the Tourist Commission’s Business Plan, and he thinks it looks great and is excited to see what 2023 brings.

NEXT MEETING

- The next meeting is scheduled to be held on Tuesday, February 28, 2023 .at 2:00 PM at the Harbor Center in Slidell.

ADJOURN

- Melissa Ruddick made **A MOTION** to adjourn, and Alex Carollo seconded. **The Motion** carried and the meeting Adjourned.

Minutes Respectfully Submitted,

Rae Shipley
Recording Secretary

Marlaine Peachey
Chairman