

ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING MINUTES
DECEMBER 5, 2023

The **Regular Board Meeting** was held on Tuesday, December 5, 2023, at the Courtyard by Marriott, Covington, LA.

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

COMMISSIONERS PRESENT

Barry Bagert
Alex Carollo
Katherine Domingue
Patti Elish
Mark Myers
Marlaine Peachey
Melissa Ruddick
Lacey Osborne

COMMISSIONERS EXCUSED

COMMISSIONERS ABSENT

A quorum was present

OTHERS PRESENT

Donna O’Daniels, President/CEO
Devan Richoux, CPA, Vice President
Rae Shipley, Executive Assistant
Katie Guasco, Chief Marketing Officer

Sarah Hill, Marketing Manager
Tom Huval, Commission Council
Kim Chatelain, St. Tammany Farmer

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 Alex Carollo seconded. **The Motion** carried.

OLD BUSINESS

APPROVAL OF MINUTES

A MOTION to approve the October 30, 2023 Regular Board Meeting minutes was made by Mark Myers. Melissa Ruddick seconded, and **The Motion** carried.

FINANCIAL REPORT

Devan Richoux presented the Treasurer’s Report for October, 2023. The numbers for November are not available at the time of this meeting. Mark Myers made **A MOTION** to file the Financial Report for audit as presented. Katie Domingue seconded, and **The Motion** carried.

STAFF REPORT

- Katie Guasco, Chief Marketing Officer, congratulated Sarah Hill on her selection to the group of Forty Under 40 by Northshore Media Group. They have the new podcast starting soon and it will be called “All the Waves.” Katie and Zondra will share the hosting duties. They have 15 hours of guests lined up for the podcasts thus far. Roberta and Erica are writing dialog for the podcasts. They have three episodes completed at this point. Katie said we are excited to be participating in the 2024 Rose Parade, with Amanda Shaw as the musical representative for The Northshore, and to be participating in this year’s Washington D.C. Mardi Gras. The *Louisiana Cookin* Chefs to Watch event was recently held at the Southern Hotel. Chef Ross Dover of Palmettos on the Bayou made the list. Our new sail was hoisted at the Wooden Boat Festival. Our co-branded coffee, with Abita Roasting Company, is now available in one-pound bags.
- Donna O’Daniels, President and CEO, presented the Sales and Services Report. They booked and serviced the

Louisiana DOTD training event via the SGMP Louisiana Chapter. Sales also hosted the Louisiana Office of Tourism on a multi-parish Sports Fam. They worked with the Elite Redfish Series on our Northshore episode to appear on the Discovery Channel. Zondra moderated the SGMP National Joint Leadership meeting. We sponsored at the Annual SGMPLA conference where Zondra introduced our new sales video and networked with government meeting planners. Along with Visit Baton Rouge we co-hosted annual sales calls to Florida receptive operators. Tanya attended the National Tour Association Travel Exchange and met with over 20 Tour Operators and hosted a Louisiana-themed dinner for them. Tanya and Zondra are both currently out of town, attending the Travel South International Showcase and the US Sports Congress.

BUILDING PROJECT UPDATE

Devan Richoux said we are ready to go out for bid and the RFP will have to run three times. We hope to get something out soon, and will hopefully have more information to share at the February meeting.

NEW BUSINESS

RESOLUTION TO ADOPT BUDGET FOR YEAR-ENDING DECEMBER 31, 2024

▪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, 2024. **A MOTION** to approve the **Resolution to Adopt** with date correction, was made by Alex Carollo. Mark Myers seconded, and following a roll call vote, **The Motion** carried.

PROPOSED MEETING DATES CALENDAR YEAR 2024

Proposed meeting dates for 2024 were presented to the board and accepted. All meetings will begin at 2:00 pm unless noticed otherwise. The dates are:

<u>DATE</u>	<u>LOCATION</u>
Tuesday, February 20, 2024	TBD
Tuesday, April 30, 2024	TBD
Tuesday, June 25, 2024	TBD
Tuesday, August 20, 2024	The Harbor Center, Slidell
Tuesday, October 29, 2024	TBD
Tuesday, December 10, 2024*	TBD

*Includes Budget Public Hearing

ELECTION OF OFFICERS FOR CALENDAR YEAR 2024

Marlaine Peachey said she would like to finish her term as she is allowed to serve one more year. Patti Elish made **A MOTION** that Marlaine Peachey serve as Chairman for calendar year 2024. Alex Carollo seconded, and the **Motion** carried. Katie Domingue had **A MOTION** to retain Patti Elish as Vice-Chair. Barry Bagert seconded, and the **Motion** carried. Melissa Ruddick made **A MOTION** to retain Alex Carollo as Treasurer. Mark Myers seconded, and the **Motion** Carried.

COMMISSIONER COMMENTS

▪Mark Myers said the slab has been poured for the addition. They did a walk through recently with the contractor and it is looking very good. It is going to be huge. The entrance will actually be a focal point. They hope to have it completed on the Fall. Lobby Lounge ended the 2023 season in November with Amanda Shaw, which was a sellout weeks in advance. They now have 20 season ticket holders.

▪Alex Carollo said the City of Slidell has nine new council members coming on in January and he is not sure if they will be reappointed. Holidays are in full swing in Slidell. This Friday night in Heritage Park they will have Vince Vance and

the Valients.

GUEST COMMENTS

▪Devan Richoux reminded the commissioners that they need to take the Ethics Training and Sexual Harassment Training courses. You are welcome to come to the office and take the courses. She will need the certificate of completion to place in your file. If the courses are not taken, there will be a finding in our annual audit.

NEXT MEETING

▪ The next regular meeting is scheduled to be held on Tuesday, February 20, 2024, at a location to be determined.

ADJOURN

▪Patti Elish 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