



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING
JUNE 14, 2022

The **Regular Board Meeting** was held on Tuesday, June 14, 2022 at the Hilton Garden Inn, 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
- T. J. Smith, Jr.

COMMISSIONERS EXCUSED

COMMISSIONERS ABSENT

A quorum was present

OTHERS PRESENT

- | | |
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| Donna O’Daniels, CEO and President | Andrew Walker, Commission Counsel |
| Devan Richoux, CPA, V.P., Finance & Administration | Erica Glory, Mgr. Social Media & Community Rel. |
| Rae Shipley, Assistant to CEO | Tico Soto, Tourism Tactics by Tico |
| Roberta Carrow-Jackson, Manager, Film & Digital Comm. | Lacey Osborne, St. Tammany Chamber of Commerce |
| | Anne Rheams, St. Tammany Chamber of Commerce |

APPROVAL OF AGENDA

Alex Carollo made **A MOTION** to approve the Agenda. Melissa Ruddick seconded, and **The Motion** carried.

OLD BUSINESS

APPROVAL OF MINUTES

Patti Elish made **A MOTION** to approve the April 26, 2022 Regular Board Meeting minutes. T. J. Smith, Jr. seconded, and the **The Motion** carried.

TREASURER’S REPORT

Alex Carollo presented the Treasurer’s Report for April, 2022 and May, 2022. Mark Myers made **A MOTION** to file the Treasurer’s Reports for audit as presented. T. J. Smith, Jr. seconded, and **The Motion** carried.

STAFF REPORT

- Donna O’Daniels said that she is going to stand-in for Tanya and Zondra for the Sales report. Zondra is taking some much-deserved vacation and Tanya is in Pittsburgh for a conference. They have been very busy attending various conferences. Tanya was also recently in Orlando attending IPW which is the largest conference for our industry in the world, with international tour operators from around the world meeting in the United States. As we do each year at IPW, we co-hosted a reception, along with Visit Baton Rouge, which had approximately 75 tour operators in attendance. We hope the international visitors come back soon with travel restrictions now being eased. We just had the Elite Solo Redfish Tournament in Slidell. We provided a CEA to confirm the event and worked closely with the host hotel. Donna also announced that Christina’s replacement, Katie Guasco, starts next week. Katie was formerly with Visit Baton Rouge and Hoffman Media. We are working on our recertification with Destinations International.
- Roberta Carrow-Jackson, Manager of Film and Digital Communications, said that so far this year, we have hosted nine feature films, five episodic TV series, 3 commercials, one documentary, one reality TV series and three student films. Studios included AMC, Disney, Amazon Studio, Netflix, VH1, TLC, Discovery Plus and Peacock. An active production is *Rebel Ridge*, a Netflix feature film being shot in Lacombe and Slidell. An AMC TV series, *Anne Rice’s Mayfair Witches*, is filming in Fontainebleau State Park through September 9. Since February, we have published

two e-newsletters to all contacts and two directly to partners. We had a 1% increase in subscribers since the last report, bringing the number to 50,616. Roberta, Erica and Sarah participated in the Diversity, Equity and Inclusion session hosted by Northshore Community Foundation. It was a very interesting and enlightening discussion, with a general session to start, followed by group breakout sessions.

▪Erica Glory, Manager of Social Media and Community Relations, attended a Canadian Media Mission with LOT May 16 through 20, where she met with 29 media contacts in Montreal and 46 in Toronto. She is in the process of sending follow ups to them. We hosted Jacqui Agate, a writer for the London Times, for a Louisiana travel story to run in the Sunday Times Weekend Travel section on July 17. She glamped in Fontainebleau State Park. A “Crawdads” FAM tour is being planned for June 17, in conjunction with LOT, for 15 to 18 members of the media and Sony Productions. In the month of June, Erica has done a Fox 8 interview, and an interview on Lake 94.7 promoting Tammany Taste of Summer, Juneteenth events, Fourth of July events, the Twisted Home Brew competition and more. She also pitched the Wooden Boat Festival to *Garden & Gun* magazine. Liz’s Where Y’at Diner was named Best Diner in Louisiana by *Food and Wine* magazine.

NEW BUSINESS

PRESENTATION OF AUDIT FOR YEAR 2021—JOHN MURRAY, C.P.A.

▪The Commissioners were given copies of the audit for the fiscal year ended December 31, 2021, which was conducted by the accounting firm LaPorte. John Murray, CPA, stated it was another “clean” audit for the Tourist Commission, and that they found no violations or deficiencies with management and internal control, and the organization was in full compliance with state and local budget laws. Marlaine Peachey made **A MOTION** to accept the audit and Patti Elish seconded. **The Motion** carried.

RESOLUTION TO DECLARE COMPUTER EQUIPMENT SURPLUS PROPERTY

▪A Resolution to declare no longer in use computer equipment surplus property and authorize advertisement and sale of said equipment was read. T. J. Smith, Jr. made **A MOTION** to approve the Resolution. Alex Carollo seconded, and **The Motion** carried.

RESOLUTION TO DECLARE OFFICE FURNITURE SURPLUS PROPERTY

▪A Resolution to declare no longer in use office furniture surplus property and authorize advertisement and sale of said furniture was read. Alex Carollo made **A MOTION** to approve the Resolution. Patti Elish seconded, and **The Motion** carried.

RESOLUTION TO ADOPT NEW POLICIES REGARDING COMPANY OWNED AND NON-COMPANY OWNED VEHICLES

▪A Resolution to adopt new policies regarding company owned and non-company owned vehicles was presented. Alex Carollo made **A MOTION** to adopt the new policies; Katie Diemont seconded, and **The Motion** carried.

RESOLUTION TO AUTHORIZE CONTRACT SIGNATURE

▪A Resolution was presented authorizing Donna O’Daniels, CEO, to sign, on behalf of the St. Tammany Parish Tourist Commission, contracts on behalf of the Commission with the Louisiana Office of Tourism. After it was read, T. J. Smith made **A MOTION** to accept and Patti Elish seconded. **The Motion** carried.

DIVERSITY CERTIFICATION

▪As part of our certification by Destinations International, through Travel Unity, we are putting together a Diversity, Equity and Inclusion plan to be included as part of our Business Plan. This is not just for the DMO, but is for all entities who make up the travel industry. Zondra will be leading our DEI efforts, along with T. J. Smith, and will assemble our DEI work group. We are striving to have a plan that can be shared with our partners in the community.

COMMISSIONER COMMENTS

- Mark Myers said a DEI plan could be useful to hotels and other venues, particularly for their frontline personnel. He said Lobby Lounge 2022 has been successful thus far, and he will start booking entertainment for next year. He said the Crawfish Cook Off was very successful, with 51 teams competing.
- Melissa Ruddick said that the Tourist Commission meetings are a bright spot for her every other month and that she is realizing more and more the amount of work that staff can accomplish.
- Alex Carollo said the recent movie night was a success scheduled and that more are coming. It is held at Heritage Park. The movies begin at sunset.
- Katie Diemont said she is keeping busy at the hotel and is hopeful occupancy will remain high during August and September.

GUEST COMMENTS

- Lacey Osborne introduced Anne Rheams as the Chamber’s new Director of Business Development. She also added that the offshoot of the Chamber of Commerce, Northshore Young Professionals, is also very engaged with Diversity, Equity and Inclusion. They are moving their Slidell office into the Towers Building.

NEXT MEETING

- he next Regular Commission Meeting will be held on Tuesday, August 30, 2022 at 2:00 PM at the Harbor Center in Slidell.

ADJOURN

- Mark Myers made A MOTION to adjourn and Patti Elish seconded. The Motion carried and the meeting adjourned

Minutes Respectfully Submitted,

S / Rae Shipley

Rae Shipley
Recording Secretary

S / Marlaine Peachey

Marlaine Peachey
Chairman