



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION  
REGULAR BOARD OF COMMISSIONERS MEETING  
AUGUST 30, 2022

The **Regular Board Meeting** was held on Tuesday, August 30, 2022 at the Harbor Center, Slidell 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  
Roberta Carrow-Jackson, Manager, Film & Digital Comm.  
Erica Glory, Mgr., Social Media & Community Relations  
Thomas Huval, Commission Counsel

Todd Whalley, St. Tammany Corporation  
Kathy Lowrey, Harbor Center  
Judy Randall, Randall Travel Marketing  
Bill Randall, Randall Travel Marketing  
Valerie Waeltz, Harbor Center

**APPROVAL OF AGENDA**

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

**OLD BUSINESS**

**APPROVAL OF MINUTES**

Mark Myers made **A MOTION** to approve the April 26, 2022 Regular Board Meeting minutes. Melissa Ruddick seconded, and **The Motion** carried.

**TREASURER’S REPORT**

Devan Richoux presented the Treasurer’s Report for June 2022 and July 2022. Patti Elish made **A MOTION** to file the Treasurer’s Reports for audit as presented. Katie Diemont seconded, and **The Motion** carried.

**STAFF REPORT**

•Donna O’Daniels said the Tourist Commission building is going to undergo a “refresh.” The building is 25 years old, and in many respects, we have outgrown it. The original Architect, Michael Piazza, is working on it, and we may have something to show the Board at the next meeting. She and Zondra Jones continue to work on setting up a Diversity, Equity and Inclusion (DEI) committee. The Sales Department attended Military Reunion Network Summit in Jefferson Parish where they networked with over 30 reunion planners from across the country. Follow up is continuing. They also attended SGMP NEC and networked with nationwide Government Meeting planners. Tanya is currently attending the Student Youth Travel Association and Zondra and Tico Soto will host a FAM for board members of the Energy Industry and Support international next month in Houston, and Tico and Tanya will host a FAM for Bon Voyage Tour and Travel, a U.K.-based tour company. They worked with the U.S.T.A. Mixed Doubles Championship September 2-4, and expect 300+ players. News from the Communications Department is that Rhyme & Reason has been contracted to complete the Louisiana Northshore brand refresh. They held staff focus groups and were given FAM tours across the parish. They will return September 15 to conduct stakeholder focus groups. The board focus group will lead-off at 9:00 AM at the Northshore Community Technical College in Lacombe.

**NEW BUSINESS**

**TOURISM MASTER PLAN**

▪Berkley Young has submitted a proposal for a Master Planning Process. It is an important process for the Tourist Commission and St. Tammany Parish. The proposal builds on the success of DestinationNEXT and the Strategic Plan, taking a much more comprehensive approach to strategy beyond the Tourist Commission to all components within our destination. We hope we can have Berkley attend one of our upcoming meetings to elaborate further on the Plan.

**UPDATE ON CURRENT RESEARCH**

▪Judy and Bill Randall have been in the parish conducting intercept interviews. So far, they have found that the visitors' point of origin is I-10 and I-12, and that 93.4% of them drove. On a one to five scale, they rated the amenities above a 4.19, and the overall average rating is at 4.40, both of which are excellent numbers. Of the intercept interviews, 44% have visited St. Tammany more than six times. Comments were that it is safer, cheaper, more convenient, and more relaxing than in New Orleans. Forty-eight percent say they will visit New Orleans during the trip. They gave their overall trip a rating of 4.7 out of five, which is excellent.

**COMMISSIONER COMMENTS**

- Mark Myers said Minos the Saint is playing at the Lobby Lounge on September 15. On October 4, they have a group, Blato Zlato. Based in New Orleans, Blato Zlato has gained a loyal international following after touring in both the U.S. and Europe. The Black Feathers play on October 18 and Amanda Shaw rounds out the season on November 17.
- Alex Carollo said the recent movie nights at Heritage Park have been a success. Star Wars: The Empire Strikes Back, will play at 7:00 pm on September 30, and Encanto will show on October 14. They are also in the process of planning Christmas events.
- Marlaine Peachey welcomed Katie Guasco to the team.
- Patti Elish thanked Devan Richoux for doing a fine job on the Treasurer's Report.

**GUEST COMMENTS**

▪Valerie Waeltz said the Louisiana Food Truck Festival is coming on October 8. The Gulf Coast Sportsmen & Outdoor Expo will be back October 28, 29 and 30.

**NEXT MEETING**

▪ Following discussion regarding a conflict for Donna and Katie on October 25, the next meeting will now be held on Tuesday, October 18 .at 2:00 PM at a location to be determined. Alex Carollo made **A MOTION** to accept the change and Mark Myers seconded. **The Motion** carried.

**ADJOURN**

▪Melissa Ruddick made **A MOTION** to adjourn and Mark Myers seconded. **The Motion** carried and the meeting Adjourned.

Minutes Respectfully Submitted,

*S / Rae Shipley*

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Rae Shipley  
Recording Secretary

*S / Marlaine Peachey*

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Marlaine Peachey  
Chairman