ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING MINUTES
OCTOBER 27, 2026

Visit THE NORTH SHORE

Location: Visit The Northshore, 68099 Hwy 59, Mandeville, LA 70471
Call to Order: Chair Patti Ellish called the regular meeting to order at 2:03 p.m.
Invocation: Led by Commissioner Lacey Osborne
Pledge of Allegiance: Recited

ATTENDANCE

- Commissioners Present: Alex Carollo, Kevin Davis, Katherine Domingue, Patti Ellish, Melissa Fontenot, Sharon Hewitt, Lacey Osborne
- Commissioners Absent: None
- Quorum: Yes

OTHERS PRESENT

Donna O'Daniels, President/CEO
Devan Richoux, Chief Financial Officer
Sarah Hill, Marketing Manager
Zondra Jones, Senior Sales Manager
Nate Bosley, Digital Content & Creative Manager
John Walker, Commission Counsel
Kadee Krieger, St. Tammany Farmer

APPROVAL OF AGENDA

The Board unanimously approved the agenda as presented.

Motion: CAROLLO | Second: DOMINGUE | Result: CARRIED

OLD BUSINESS

APPROVAL OF MINUTES – AUGUST 25, 2026

Motion: HEWITT | Second: CAROLLO | Result: CARRIED

FINANCIAL REPORT – AUGUST & SEPTEMBER 2026

CFO Devan Richoux presented the Financial Report. Year-to-date local tax revenue through September was approximately 14% higher than the same period in 2025, primarily due to the additional occupancy tax and collections received through the Remote Sellers Commission. As of September 30, 2026, the Commission reported approximately $5 million in total assets and a fund balance of $4.5 million. Year-to-date revenues totaled approximately $2.3 million, compared to a budget of $2.5 million, while expenditures totaled approximately $2.5 million, compared to a budget of $2.8 million. The year-to-date negative change in fund balance was approximately $200,000, compared to a budgeted negative change of $310,000.

Motion: DAVIS | Second: OSBORNE | Result: CARRIED

STAFF REPORT

Sales & Services and Marketing & Communications updates were presented:

Zondra Jones reported continued group sales, industry engagement, and partner outreach during August and September, generating 12 leads representing more than 300 potential room nights and servicing 10 requests representing more than 2,000 potential attendees. Updates included recent group bookings, industry conferences, tour operator outreach, hospitality training, and improvements to the Simpleview CRM system.

The Visitor Center welcomed more than 170 visitors and assisted 21 groups during the reporting period. Staff also highlighted accessibility initiatives and Tanya Leader's recognition with the STS Shooting Star Award.

Sarah Hill highlighted the release of the 2026 Annual Report and fall Visitor Guide, the rollout of the Glitz & Gallivant holiday campaign, and continued development of the regional outdoor tourism partnership with Tangipahoa and Washington Parishes.

Additional updates included podcast production, social media engagement, public relations efforts, film activity, and community outreach. Sarah also reported on the Madisonville mural unveiling and the upcoming release of Causeway Copper, a locally brewed beer developed in partnership with Chafunkta Brewing.

President and CEO Donna O'Daniels recognized Nate Bosley, the Commission's new Digital Content & Creative Manager, for his contributions to the organization's creative and marketing initiatives.

TOURISM MASTER PLAN UPDATE

President and CEO Donna O'Daniels presented the completed Tourism Master Plan developed by MMGY NextFactor. She reported that the consultants recently facilitated work group sessions focused on the plan's five strategic goals:

1. Invest in signature destination infrastructure and experiences.
2. Activate and protect natural assets as core brand drivers.
3. Express local culture and create everyday vibrancy.
4. Grow sports and family participation travel as economic drivers.
5. Improve access, coordination, and community confidence.

O'Daniels explained that the plan outlines long-term destination development priorities while identifying opportunities for early implementation. Initial efforts will focus on research, feasibility studies, and consultant support to evaluate potential projects, including hotel development and other tourism infrastructure improvements.

Commissioners expressed strong support for the plan and emphasized the importance of maintaining community engagement, coordinating with economic development partners, and ensuring initiatives benefit visitors, residents, and local businesses. The Board also discussed potential funding sources, including Commission reserves and future legislative appropriations.

O'Daniels noted that implementation funding will be considered during the 2027 budget process, with work groups expected to reconvene in January. Progress on the five strategic goals will be incorporated into future Board meeting discussions.

NEW BUSINESS

RESOLUTION TO APPROVE AND ACCEPT THE TOURISM MASTER PLAN

The Board considered a resolution approving and accepting the MMGY NextFactor St. Tammany Parish Destination Master Plan. The resolution authorizes the President and CEO to take the necessary steps to implement and administer the plan in accordance with applicable law.

Motion: HEWITT | Second: CAROLLO | Result: ADOPTED by Roll Call Vote (Y – 7 | N – 0)

COMMISSIONER COMMENTS / GUEST COMMENTS

Commissioner Lacey Osborne provided updates on St. Tammany Chamber activities, including upcoming events, discussions regarding parish tax proposals, and her planned retirement at the end of 2027. Vice-Chair Alex Carollo reported on upcoming City of Slidell events, including Veterans Day and Christmas celebrations. Commissioner Kevin Davis provided updates on The Harbor Center and the Northshore Business Council's upcoming Infrastructure Summit, which will focus on regional transportation and infrastructure priorities.

Commissioners also commended staff for their marketing efforts and community engagement.

Staff reminded Commissioners of the annual ethics and sexual harassment training requirements and offered assistance with completing the training before year-end.

NEXT MEETING

The next Regular Board Meeting will be held Tuesday, December 15, 2026, at the Visit The Northshore office in Mandeville.

ADJOURN

Motion: OSBORNE| Second: CAROLLO | Result: CARRIED

DEVAN RICHOUX, CFO

MELISSA FONTENOT, SEC/TREASURER