



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
PUBLIC HEARING ON PROPOSED BUDGET
JANUARY 5, 2021

The **Public Hearing on the Proposed Budget** for Fiscal Year 2021 was held on Tuesday, January 5 at the Southern Hotel, 428 E Boston Street, Covington, Louisiana.

Chairman Mark Myers called the meeting to order at 2:00 PM. Following the roll call Mr. Myers opened the floor for discussion.

COMMISSIONERS PRESENT

Alex Carollo
Bonnie Eades
Patti Elish
Mark Myers
Marlaine Peachey

COMMISSIONERS EXCUSED

Katie Diemont

COMMISSIONERS ABSENT

T. J. Smith, Jr

A quorum was present

The budget for the fiscal year January 1, 2021 ending December 31, 2021 was published and was also available for viewing at the Tourist Commission office, in accordance with Louisiana state law. The proposed budget was presented to members of the board prior to this meeting, and Donna O’Daniels reviewed it with the commissioners individually.

Prior to discussion regarding the 2021 budget, Donna O’Daniels gave a presentation on the impact of COVID-19 on travel. In 2020, nationally, travel spending is expected to decline \$505 billion, representing a loss of \$1.2 trillion economically, and a loss of 4.5 million direct travel jobs. Our numbers are trending slightly better than the national averages, but while we are optimistic that 2021 will look better than 2020, there is uncertainty about the timing. We will consider tourism recovery complete when visitor spending reaches 2019 levels.

As far as projecting revenue, Donna did not include the collection of occupancy taxes from Short Term Rental properties as collection began in October and we do not have data to base it on. However, according to Air DNA reports, this could add an additional \$200,000 to our budget. Based on that and several other factors, she believes revenue may be between \$1.6 and \$1.8 million. Estimates on marketing expenses were based on actual expenses during calendar year 2019. Trade Shows, Meetings, Travel and Entertainment and Site Inspections line items are based on the fiscal year 2020 budget. In Administrative, phone upgrades are factored in for key staff members that use their phones to complete their jobs as they are currently using 4+ year old phones. The sales department is also due a computer upgrade for travel. Professional fees increased by \$15,000 to cover normal increases as well as for a temp accounting professional while Devan is on maternity leave.

Bonnie Eades made **A MOTION** to close discussion and Patti Elish seconded. **The Motion** carried.

Alex Carollo made **A MOTION** to adjourn the Budget Public Hearing. **The Motion** was seconded by Marlaine Peachey, and carried. The meeting adjourned at 2:30 pm.

Minutes Respectfully Submitted,

S / Rae Shipley

Rae Shipley
Recording Secretary

S / Mark A. Myers

Mark A. Myers
Chairman