



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING
TUESDAY, FEBRUARY 23, 2021

Chairman Mark A. Myers called the **Regular Board of Commissioners** meeting to order on Tuesday, February 23, 2021 at 2:00 p.m. at the Harbor Center, 100 Harbor Center Boulevard, Slidell, Louisiana. He then delivered the Invocation.

COMMISSIONERS PRESENT

Katherine Diemont
Bonnie Eades
Patti Elish
Mark Myers
Marlaine Peachey

COMMISSIONERS EXCUSED

Alex Carollo

COMMISSIONERS ABSENT

T. J. Smith, Jr.

A quorum was present

APPROVAL OF MINUTES

A MOTION was made by Bonnie Eades, and seconded by Patti Elish, to approve the January 5, 2021 Budget Public Hearing minutes and the January 5, 2021 Regular Board Meeting minutes. **The Motion** carried. **A MOTION** was made by Patti Elish and seconded by Marlaine Peachey to approve the January 14, 2021 Special Board Meeting minutes. **The Motion** carried.

TREASURER'S REPORT

Treasurer Patti Elish presented the Treasurer's Report for December 2020 and January 2021. Marlaine Peachey made **A MOTION** to file the Treasurer's Report for audit as presented. Bonnie Eades seconded, and **The Motion** carried. Ms. Elish has asked Donna to recap 2020 to provide a better comparison for this year.

STAFF REPORT

•Donna O'Daniels, President and CEO, Christina Cooper, Vice President of Communications, Marketing and P.R., and Zondra Jones, Senior Sales Manager, presented the departmental reports.

OLD BUSINESS

UPDATE ON STRATEGIC PLANNING SURVEYS

•Donna said the surveys have been deployed through Young Strategies. They went out to business and community leaders, elected leaders, all of our industry partners, hotels, restaurants, attractions, retailers and more. So far, we have gotten about a 12% ratio and she feels good about the cross-section of responses. There will be an approximately four hour session on Thursday, March 18th with the board and staff with Berkeley Young to review responses. Further details regarding the session will be announced.

NEW BUSINESS

AUXILIARY AGENDA

None

COMMISSIONER COMMENTS

• Patti Elish thanked the staff for the great job they have done in the face of the many challenges they've been confronted with this past year. She said staff has done a great job in continuing to put the Northshore ahead of most and said it was very much appreciated. She asked if Mark Myers or Donna O'Daniels had any input on the proposed casino in Slidell. Donna responded that she and Mark recently had the opportunity to meet with the developers at the Harbor Center and learn a bit more about what they are planning. It was also an opportunity to tell them how tourism impacts the community and what a project like this could do for tourism, and also about the Harbor Center and what it means to

the community.

- Bonnie Eades said a casino will have to go before all the people in the parish for a vote and there will be pros and cons on both sides.
- Walter Links said he is against a casino and feels that, if approved, it will “open the door” to more being built in other parts of the parish.
- In response to a question by Bill McHugh, Mark Myers said neither the Harbor Center nor the Tourist Commission boards have taken a position on the proposed casino and are waiting to see how the matter unfolds.

GUEST COMMENTS

- Kia Knight said they have been very busy at the Castine Center. They got a contact for an adult soccer tournament, with eight teams coming in from Texas, Kentucky and Tennessee. Midnight Madness will be in October of this year, with 200+ teams participating.
- Walter Links said it is interesting to hear about things that are happening in St. Tammany Parish. He thinks it is great to have people come to this parish and see what we have for groups and individuals.
- Valerie Waeltz said they are working to reschedule events and juggle the calendar. This weekend is the Slidell Gun and Knife Show. The Louisiana Food Truck Festival was supposed to be in March but has been postponed until December 4, 2021.
- Stephanie O’Rourke said that there is a meeting on Thursday with a participant coming from the Sheriff’s office and also a special agent from Homeland Security that will be speaking to hoteliers about preventing human trafficking

NEXT MEETING

The next Regular Board of Commissioners meeting will be held on Tuesday, April 27, 2021, at 2:00 PM, location to be determined.

ADJOURN

Bonnie Eades made A MOTION to adjourn and Marlaine Peachey seconded. The Motion carried and the meeting adjourned at 3:00 PM.

Minutes Respectfully Submitted,

S / Rae Shipley

Rae Shipley
Recording Secretary

S / Mark A. Myers

Mark A. Myers
Chairman

