



Chairman Mark A. Myers called the **Regular Board of Commissioners** meeting to order on Tuesday, April 27, 2021 at 2:05 p.m. at the Hampton Inn, 68700 Highway 190 Service Road, Covington,, LA. He then delivered an Invocation.

COMMISSIONERS PRESENT

- Alex Carollo
- Katherine Diemont
- Bonnie Eades
- Patti Elish
- Mark Myers
- Marlaine Peachey

COMMISSIONERS EXCUSED

COMMISSIONERS ABSENT

- T. J. Smith, Jr.

A quorum was present

APPROVAL OF MINUTES

A MOTION was made by Marlaine Peachey, and seconded by Katie Diemont, to approve the February 23, 2021 Regular Board Meeting minutes. **The Motion** carried.

TREASURER’S REPORT

Treasurer Patti Elish presented the Treasurer’s Report for February 2021 and March 2021. Bonnie Eades made **A MOTION** to file the Treasurer’s Report for audit as presented. Marlaine Peachey seconded, and **The Motion** carried.

STAFF REPORT

▪Donna O’Daniels, President and CEO, Tanya Leader, Vice President of Sales, and Christina Cooper, Vice President of Communications, Marketing and P.R., gave their departmental reports.

OLD BUSINESS

UPDATE ON STRATEGIC PLANNING SURVEYS

▪Donna presented a draft of the Strategic Plan 2021 through 2025, based on the 86 community, civic and travel leaders who participated in the planning process by responding to a comprehensive survey of more than 90 questions. A planning workshop was held in March with Tourist Commission Board members and staff to review the survey findings and identify strategies for the plan. Donna asked the Executive Committee to meet with her and senior staff on the months that there is not a full commission meeting. There is still some work to do with the plan, but hopefully at the next meeting we can have a final version to present to the Board for approval.

NEW BUSINESS

FISCAL AGENT CONTRACT

▪A public notice was placed in The Farmer, running three times, for bids seeking a fiscal agent. The only bid received was from Hancock Whitney, which is our current fiscal agent, and their contract expires May 31st. Devan Richoux said that everything was mostly the same as it has been for the past three years of the contract, except that we will now be charged a service fee. The Board felt that the Commission should not be charged a fee. It was suggested that staff reach out to two or three of the larger local banks. Following discussion, Patti Elish made **A MOTION** to approve the bank renewal bid, pending a signed contract, but only if the bank agrees to waive the service fee. Marlaine Peachey seconded, and **The Motion** carried.

COMPLIANCE QUESTIONNAIRE

▪The Compliance Questionnaire is a form given to our auditors each year when we turn our records over to them for *st*.

audit, and it states that the Tourist Commission is in compliance with all state statutes as required. Patti Elish made **A MOTION** to adopt the Compliance Questionnaire as presented. Bonnie Eades seconded, and **The Motion** carried.

AUXILIARY AGENDA - None

COMMISSIONER COMMENTS

- Katie Diemont said she has been promoted to General Manager, and will serve as both GM and Director of Sales at the Homewood Suites by Hilton in Slidell.
- Mark Myers said the Harbor Center has been very busy due to dance season, and Kathy Lowrey could not attend the meeting. Lobby Lounge has re-opened with live music indoors. They are not only meeting, but are exceeding Covid 19 safety requirements. The Harbor Center board approved an expansion of a 9,000 square foot addition, bringing the total square footage to 27,000 square feet. Bids will go out next week to architects. The addition will be built in a structural way that it could support a hotel above. They have added more paved parking.
- Marlaine Peachey reminded the commissioners that their Tier 2.1 Personal Financial form must be turned in to the Louisiana Ethics Commission by May 15.
- Bonnie Eades said she has retired from the Northshore Business Council. She plans to continue to serve on the Tourist Commission board until such time as the current parish president replaces her, if he wishes to do so.

GUEST COMMENTS

- Bill McHugh said he started working for the St. Tammany Farmer in 2012 and since it joined forces with the Advocate, it has become a significantly better publication. He urged people to subscribe.
- Todd Whalley said he will be more than happy to assist the Tourist Commission with improving way-finding within the parish.

NEXT MEETING

The next Regular Board of Commissioners meeting will be held on Tuesday, June 29, 2021, at 2:00 PM, at the Courtyard by Marriott.

ADJOURN

Bonnie Eades made **A MOTION** to adjourn and Katie Diemont 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

