



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING
TUESDAY, AUGUST 28, 2018

Chairman Thomas J. Smith, Jr. called the **Regular Board of Commissioners** meeting to order on Tuesday, August 28, 2018, at 2:00 p.m. at the Northshore Harbor Center, 100 Harbor Center Boulevard, Slidell, Louisiana. Mr. Smith delivered the invocation.

COMMISSIONERS PRESENT

Sharon Lo Drucker
Bonnie Eades
Marlaine Peachey
T. J. Smith, Jr.

COMMISSIONERS EXCUSED

Mark Myers
Susan Nuss
Robert Cook

COMMISSIONERS ABSENT

APPROVAL OF MINUTES

A MOTION was made by Sharon Drucker, and seconded by Bonnie Eades, to approve the June 26, 2018 Regular Meeting minutes and the July 23, 2018 Special Meeting/Executive Session minutes. **The Motion** carried.

TREASURER'S REPORT

Mary Anne Harrison presented the Treasurer's Report for June 2018 and July 2018. Marlaine Peachey made **A MOTION** to file the Treasurer's Report for audit as presented. Bonnie Eades seconded, and **The Motion** carried.

STAFF REPORT

- Donna O'Daniels, President and CEO, Renee Kientz, Vice President of Communications, and Zondra Jones, Senior Sales Manager presented the staff report.

OLD BUSINESS

► **ADOPTION OF BOARD OF DIRECTORS POLICY MANUAL (RESOLUTION) (TABLED AT 4-26-2018 AND 6-28-2018 MEETING)**

Requested changes were made to the manual per discussion at the June 26, 2018 meeting. To allow time for the commissioners to read the revised document, Bonnie Eades made **A MOTION** to table approval of the Board of Directors Policy Manual until the October 30, 2018 Commission meeting. Sharon Drucker seconded, and **The Motion** carried.

NEW BUSINESS

RESOLUTION TO DEFINE CIRCUMSTANCES, CONDITIONS, AND USE OF EMERGENCY OPERATING CONTINGENCY

T. J. Smith read the **Resolution**. At the commission meeting held on October 25, 2016, the Tourist Commission adopted a Resolution to commit and maintain \$1,000,000 for a permanent Emergency Operating Contingency Fund. What was not addressed at that time was the definition of an emergency, which is a natural or man-made disaster which disrupts or severely curtails the normal operation and/or funding of the Tourist Commission. The current **Resolution** also authorizes the President and CEO to spend up to \$150,000 for extraordinary expenses. A revision was made to include both extraordinary and/or ordinary expenses. Sharon Drucker made **A MOTION** to adopt the Resolution as presented and amended. Marlaine Peachey seconded. **The Motion** carried.

REGIONAL PARTNERSHIP BOARD UPDATE

T. J. Smith said that he, Donna and Bonnie just returned today from a visit the group made to Baldwin County, Alabama to experience and understand how economic development is approached in a similar area. There is a great spirit of cooperation, and Bonnie said it was apparent that there is a cohesiveness in their efforts. Donna said Baldwin County is twice the size of St. Tammany but with a similar population and from the presentation given by the Gulf Shores CVB Director, it was obvious our tourist commission is doing the same things his is doing, but on a smaller scale. We need to develop more for visitors to do on the water, while allowing the municipalities to retain their own personalities.

DESTINATIONS INTERNATIONAL CEO BOARD SUMMIT

-Sharon Drucker said she and Donna recently attended the DI CEO Board Summit in Chicago and its 6,000 association member executives. It was exciting to be a part of a group that included Houston, New Mexico, Tuscon, Arizona, Florida, St. Paul, Minnesota, Kansas City, Scottsdale, Portland and North Carolina.

AUXILIARY AGENDA

- Donna O’Daniels invited State Senator Sharon Hewitt to attend the meeting to update the commission about a project that has been proposed for Jackson, MS called the One Lake Project. The \$145 million plan is to dam the Pearl River near Jackson, widen it, add a weir and create a 1,500 acre pond there to alleviate flooding in that area. Areas downriver fear it will slow the water flow to areas like the Honey Island Swamp and impact the wetlands and animal habitat, among other things. Southern Mississippi is also at odds with Jackson over the project with similar fears. Five hundred thousand people took Pearl River swamp tours last year, and swamp boat operators, fishing and other tourism entities would be affected. Senator Hewitt hopes the project will be stopped and they will continue to get the word out through multiple means of communications, to the public.

► **COMMISSIONER COMMENTS**

- Bonnie Eades said the trip to Baldwin County gave them some wonderful ideas and how the Tourist Commission, can be more collaborative in creating change and economic development in bringing tourists to the parish.
- Marlaine Peachey just returned from a Louisiana Municipal Association convention where Lt. Governor Billy Nungesser talked about the Main Street program coming back.
- Sharon Drucker said we are sponsoring the Chamber’s Explore Northshore Expo on September 13 at the Castine Center from 3:00 to 7:00 and encouraged board members to attend.
- T. J. Smith, Jr. announced the Tourist Commission Board is losing one of its members, Susan Nuss and asked the Lodging Association to nominate someone to fill her position.

► **AUDIENCE COMMENTS**

- Darrius Gray, President of the Northshore Lodging Association, said hotels are having a pretty good year overall. and they appreciate the Taste of Tammany program.
- Valerie Waeltz said the Northshore Harbor Center has not had much “down time.” In addition to their regulars, they have new clients coming in.
- Kathy Foley said the St. Tammany West Chamber Expo is back and Deep South Dog Obedience Trials dog show is happening in October, bringing in some room nights.

ADJOURNMENT

Sharon Drucker made **A MOTION** to adjourn and Bonnie Eades seconded. **The Motion** carried and the meeting adjourned at 3:40 pm.

NEXT MEETING

The next Regular Board of Commissioners meeting will be held on Tuesday, October 30, 2018, at 2:00 PM, at the Tourist Commission office in Mandeville.

Minutes Respectfully Submitted,

S / Rae Shipley

Rae Shipley
Recording Secretary

S / Thomas J. Smith, Jr.

Thomas J. Smith, Jr.
Chairman