



TAMMANY PARISH TOURIST & CONVENTION COMMISSION  
REGULAR BOARD OF COMMISSIONERS MEETING  
TUESDAY, OCTOBER 27, 2020

The **Regular Board of Commissioners Meeting** was on Tuesday, October 27 2020 at the Southern Hotel in Covington, Louisiana. Chairman Mark Myers called the meeting to order at 2:00 PM. **The Invocation** was given by T. J. Smith. A roll call then took place.

**COMMISSIONERS PRESENT**

Katie Diemont  
Bonnie Eades  
Patti Elish  
Mark Myers  
Marlaine Peachey  
T. J. Smith, Jr.

**COMMISSIONERS EXCUSED**

Alex Carollo

**COMMISSIONERS ABSENT**

*A quorum was present*

**APPROVAL OF MINUTES**

T. J. Smith made **A MOTION** to approve the September 3, 2020 Regular Board Meeting minutes. Bonnie Eades seconded, and the **The Motion** carried.

**TREASURER’S REPORT**

Treasurer Patti Elish presented the Treasurer’s Report for August 2020 and September 2020. Marlaine Peachey made **A MOTION** to file the Treasurer’s Reports for audit as presented. T. J. Smith 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, gave their departmental reports.

**OLD BUSINESS**

None

**NEW BUSINESS**

**DESTINATION NEXT – BERKELEY YOUNG, PRESIDENT/OWNER, YOUNG STRATEGIES, INC.**

- Donna O’Daniels introduced Berkeley Young, of Young Strategies. Mr. Young will soon begin the process of working with the Tourist Commission to devise a new strategic plan for the organization. It has been about 15 years since we embarked on a strategic plan and that plan has been updated over the years. Young Strategies has worked with destinations all around the country but particularly in the Southeast, and is based in North Carolina. He will begin a strategic planning process as part of Destination Next for Destinations International through which we are accredited. The first phase will be an online survey involving hospitality industry partners, Tourist Commission board and staff, government leaders that include state, parish and municipality, and other community leaders. The top issues that every destination organization has to identify are the area’s strengths, weaknesses and any opportunities they see as enhancing visitors’ experiences. The board will be involved in the process of developing the plan.

**AUXILIARY AGENDA**

None

**COMMISSIONER COMMENTS**

--Bonnie Eades said she thought it was a good idea to bring the community into the strategic plan process. She said bringing community leaders and economic development leaders into it should “add more fuel to the fire.”

--Marlaine Peachey said if we ever need a meeting place, Mandeville City Hall is available. She also reminded board members that they need to complete their sexual harassment training.

--Mark Myers said as a Harbor Center board member, this time last year they were involved in the process of major expansion planning and were negotiating with hotels to bring a hotel on-site. All of that is now on hold. They are looking at 2021 and there is concern as business travel will be way down.

**GUEST COMMENTS**

--Kimmie Carlos introduced herself as Director of Sales for Royal Carriages. She said she was pleased to announce that they are going to begin operating in Covington and they hope to partner with businesses in Covington. They will be offering one hour and one-and-a-half hour tours. She said they could not have accomplished this without assistance from the Tourist Commission.

--Valerie Waeltz said the Harbor Center just hosted a successful gun show, and the H.E.R.P.S. show with exotic animals did very well. They are booked through 2022.

**NEXT MEETING**

The next Regular Commission Meeting will be held on Tuesday, December 15, 2020 at 2:00 PM at a location to be determined.

**ADJOURN**

T. J. Smith made **A MOTION** to adjourn and Bonnie Eades seconded. **The Motion** carried and the meeting adjourned at 3:45 PM.

Minutes Respectfully Submitted,

*S / Rae Shipley*

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Rae Shipley  
Recording Secretary

*S / Mark A. Myers*

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Mark A. Myers  
Chairman