



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING
FEBRUARY 22, 2022

The **Regular Board Meeting** was held on Tuesday, February 22, 2022 at the Harbor Center, Slidell, Louisiana.

Chair Marlaine Peachey called the meeting to order at 2:00 PM.. She then delivered an Invocation, followed by the Pledge of Allegiance. Following roll call, she introduced Melissa Ruddick as a new commissioner, being the Parish President's appointment to the board. Melissa said she looks forward to helping promote and build tourism within the community.

COMMISSIONERS PRESENT

Alex Carollo
Katie Diemont
Mark Myers
Marlaine Peachey
Melissa Ruddick

COMMISSIONERS EXCUSED

Patti Elish
T. J. Smith, Jr.

COMMISSIONERS ABSENT

A quorum was present

APPROVAL OF MINUTES

Mark Myers made **A MOTION** to approve the December 7, 2021 Regular Board Meeting minutes. Katie Diemont seconded, and the **The Motion** carried.

TREASURER'S REPORT

Devan Richoux presented the Treasurer's Report for December 2021 and January, 2022. Mark Myers made **A MOTION** to file the Treasurer's Reports for audit as presented. Katie Diemont seconded, and **The Motion** carried.

STAFF REPORT

•Donna O'Daniels, Zondra Jones, Senior Sales Manager and Christina Cooper, Vice President of Marketing, Communications and PR, presented the staff report.

OLD BUSINESS

None

NEW BUSINESS

DESTINATION MARKETING ACCREDITATION PROGRAM ORGANIZATIONAL CODE OF ETHICS

•Donna explained that we earned our initial accreditation through Destinations International back in 2019 and re-accreditation is done in four-year cycles, so this is our year to do so. There are many more requirements of us this time than there were four years ago. As part of the process, we are required to adopt the Destination Marketing Accreditation Program Organizational Code of Ethics. Alex Carollo made **A MOTION** to adopt the code of ethics, and Melissa Ruddick seconded. **The Motion** carried.

PRESENTATION OF ZARTICO MARDI GRAS VISITATION RESEARCH

• Christina Cooper said we are working with Zartico, which is providing us with great research. When you work for a destination marketing and management association, there is so much research and information you have to have in order to make informed and educated decisions on what your marketing strategy should be. It helps us work smarter. She introduced Lauren, our Zartico rep, and invited her to share some information on our Mardi Gras season.

AUXILIARY AGENDA

COMMISSIONER COMMENTS

•Mark Myers said to please consider going to a Lobby Lounge show at the Harbor Center He said it is a relaxing venue for both the artists and audience, and has an atmosphere that makes it seem as though the artists are singing for their

*St. Tammany Parish Tourist and Convention Commission
Regular Board of Commissioners Meeting
Tuesday, February 22, 2022*

families.

- Alex Carollo said the City of Slidell's Mardi Gras ends with the Krewe of Selene on Friday. They are going full speed with the slate of cultural events and have a Bayou Jam concert series starting off at the end of March, and Saturday, March 19 is Arts Evening in Olde Towne with about 100 artists participating.
- Melissa Ruddick said WDSU-TV is doing their series on the "Best King Cake" in the metro area, and that Sugar Love in Which is located in Slidell is in the top two.
- Marlaine Peachey said she conducts tours of Israel and found it interesting that the country has lifted its very strict Covid-19 protocols and that you can now enter the country even if you are not vaccinated.

GUEST COMMENTS

NEXT MEETING

The next Regular Commission Meeting will be held on Tuesday, April 26, 2022 at 2:00 PM at a location to be determined.

ADJOURN

Alex Carollo made A MOTION to adjourn and Mark Myers seconded. The Motion carried and the meeting adjourned at 3:10 PM.

Minutes Respectfully Submitted,

S | Rae Shipley

Rae Shipley
Recording Secretary

S | Marlaine Peachey

Marlaine Peachey
Chairman