



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION  
REGULAR BOARD OF COMMISSIONERS MEETING  
APRIL 25, 2023

The **Regular Board Meeting** was held on Tuesday, April 25, 2023 at the Courtyard by Marriott, Covington, LA.

Chair Marlaine Peachey called the Regular meeting to order at 2:00 PM and opened with the Pledge of Allegiance and Invocation.

**COMMISSIONERS PRESENT**

Alex Carollo  
Patti Elish  
Mark Myers  
Marlaine Peachey  
Melissa Ruddick

**COMMISSIONERS EXCUSED**

Katherine Domingue

**COMMISSIONERS ABSENT**

*A quorum was present*

**APPROVAL OF AGENDA**

Marlaine Peachey asked if Board members had looked over the Agenda and approved of it. Alex Carollo made **A MOTION** to approve the agenda and Melissa Ruddick seconded. **The Motion** carried.

**OLD BUSINESS**

**APPROVAL OF MINUTES**

Approval of the February 28, 2023 Regular Board Meeting minutes was tabled until the June 27, 2023 Regular Meeting

**TREASURER'S REPORT**

Devan Richoux presented the Treasurer's Report for February, 2023 and March, 2023. Mark Myers made **A MOTION** to file the Treasurer's Report for audit as presented. Patti Elish seconded, and **The Motion** carried.

**STAFF REPORT**

▪Katie Guasco presented a report that was prepared by Longwood. They will be continuing to give us our top ten overnight DMAs that we should be marketing to which will assist us with our rebranding. With this information on who is coming to St. Tammany many are repeat visitors. Forty-six percent of people saw at least one of our advertisements. The lowest was forth-two percent which is pretty consistent. The fall festivals ad was the most popular and resonated with the most people. Digital ads did better than print. The ads are helping our overall image and reputation as a destination. They are making comparisons with Baton Rouge and Lafayette. We are most comparative with Baton Rouge, although our overall budget is smaller than both locations. As far as rebranding image, some of the comments we have received, were "clean," "safe," "nature-loving," "culinary." We are also perceived as a great place to live, work, go to school, start a business, and to retire. They are coming here and having a great experience and Longwood was very impressed with our scores. We intend to share this study with the Chamber of Commerce, Northshore Business Council, and St. Tammany Corp.

▪Tanya Leader gave a report from the Sales and Services Department. They have had quite a number of leads that have come in as a result of various events and shows they have attended. They had a number of inquiries resulting from attending "Here Comes the Bride" which was held at the Harbor Center. They are working with NTA on groups and leads were sent to partners. They have had 26 leads for two months through 2024. People have been contacting them looking for venues and things to do and they reached out to partners and provided them with discounts and coupons. They had a German group come in from six different companies and they experienced two nights and a full day in St. Tammany. It was the most extensive, time wise, of the three-state tour. They just came back from STS where there was a large delegation from Louisiana. The entire full-time staff has been certified through Travel Unity. The Sales Department will be hosting an industry FAM for anyone who interacts with visitors.

▪Donna thanked Devan, Katie and Tanya for keeping the office going while she had to be out of the office for a lengthy period of time. She also complimented Katie's team for all the work they have been doing on the brand refresh. An

update on the building will be presented at the next meeting. The Men’s restroom is completely de-constructed. We will take over that space to provide some badly needed storage space. Devan is spearheading the project and provided some additional information. Patti Elish made **A MOTION** to authorize the concept of the building renovations as presented and secure estimates. Mark Myers seconded, and **The Motion** carried. It was also recommended that the Tourist Commission should pass the information along to the Parish and explain to them that we are not expanding our footprint but are making internal renovations at our own cost.

**NEW BUSINESS**

**COMMISSIONER COMMENTS**

- Mark Myers spoke about the recent Crawfish Cookoff and said they had 8,800 people in attendance, with 61 teams, and said they it was the highest-grossing fundraiser and \$450,000 was raised. The Harbor Center is moving on with the building project and they want to keep the cost not to exceed 3 million dollars.
- Melissa Ruddick said she was able to attend the Food Truck Festival at the Harbor Center and the attendance was great and there was a variety of food offerings.

**GUEST COMMENTS**

**NEXT MEETING**

- The next meeting is scheduled to be held on Tuesday, June 27 at 2:00 PM. Location is to be determined.

**ADJOURN**

▪Mark Myers made **A MOTION** to adjourn, and Patti Elish seconded. **The Motion** carried and the meeting adjourned.

Minutes Respectfully Submitted,

*S / Rae Shipley*

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Rae Shipley  
Recording Secretary

*S / Marlaine Peachey*

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Marlaine Peachey  
Chairman