



**ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION**  
**REGULAR BOARD OF COMMISSIONERS MEETING**  
**TUESDAY, OCTOBER 31, 2017**

Chairman Thomas J. Smith, Jr. called the **Regular Board of Commissioners** meeting to order on Tuesday, October 31, 2017, at 2:00 p.m. at the St. Tammany Parish Tourist and Convention Commission, 68099 Highway 59, Mandeville, Louisiana.

Mr. Smith delivered the Invocation.

**COMMISSIONERS PRESENT**

Connie Born  
Bonnie Eades  
Mark Myers  
Susan Nuss  
Marlaine Peachey  
Thomas J. Smith, Jr.

**COMMISSIONERS EXCUSED**

Sharon Lo Drucker

**COMMISSIONERS ABSENT**

*A quorum was present*

**APPROVAL OF MINUTES**

**A MOTION** was made by Mark Myers and seconded by Connie Born, to approve the August 29, 2017 Regular Board Meeting minutes. **The Motion** carried.

**TREASURER'S REPORT**

Mark Myers presented the Treasurer's Report for August 2017 and September 2017. Connie Born made **A MOTION** to file the Treasurer's Report for audit as presented. Susan Nuss seconded, and **The Motion** carried.

**STAFF REPORT**

- Donna O'Daniels, President & CEO; Tanya Leader, Vice President of Sales; Tico Soto, International Consultant, and Christina Cooper, Manager of Marketing and Public Relations, presented the Staff Report.

**OLD BUSINESS**

▶ None

**NEW BUSINESS**

▶ **PRESENTATION OF AUDIT FOR YEAR ENDING MAY 31, 2017**

- The Commissioners were given copies of the annual audit for Fiscal Year 2016/2017, which was conducted by the accounting firm LaPorte. John Murray, CPA, stated it was another "clean" audit for the Tourist Commission, and they found no violations or deficiencies with management and internal control; and the organization was in full compliance with state and local budget laws. Connie Born made **A MOTION** to accept the audit as presented. Mark Myers seconded and **The Motion** carried. In response to a question from T. J. Smith, Jr., Mr. Murray stated that the Agreed Upon Procedures audit (AUP), also known as Act 774, had no findings and one very moderate error that was well-answered in a written response from management. Mr. Smith thanked the Tourist Commission for the job it is doing by being fiscally responsible and compliant.

▶ **AUXILIARY AGENDA**

None

▶ **COMMISSIONER COMMENTS**

- Bonnie Eades said the collaborative luncheon held on October 16 with Dr. Loren Scott was a big success and thanked everyone for coming.

- Connie Born said there is a new jazz club coming to Slidell that is due to open April 1. A businessman who successfully runs a jazz club in Chicago has purchased the old ice house. He is renovating the building and has purchased the property across the street for additional parking. They had several tour groups stop in the Marketplace. Connie had a visit from entertainer Chris Owens and is creating a custom MisChief doll for her.
- Marlaine Peachey invited the Lieutenant Governor to the next conference in Marksville and had an idea to ask all the cities and parishes to do a presentation about their areas, and she thought it might be a good idea to take one of our videos to show.
- Susan Nuss said at the September 28 Lodging Association meeting there was a committee formed, to which she has been appointed, to discuss ideas on room-generating festivals and events to boost lodging during down times.
- Mark Myers said the Hospice Foundation is having its 9<sup>th</sup> Annual Wine and Dine at Benedict's Thursday, November 9, from 6:30 to 9:30 pm. Tickets are available at \$75 per person and raffle tickets are on sale for \$20.
- T. J. Smith, Jr. reminded everyone that at the end of the year, we would like to have a board retreat. Donna will be talking to commissioners to work out dates and times.

► GUEST COMMENTS

- Kim Bergeron said the state has declared the first full week in December as "Shop Local Artists Week." It will be packed with events and activities which are still being organized, and many organizations will be working together for the first time. More information will be available on "Shop Local Artists Week" website.
- Kathy Lowrey of the Northshore Harbor Center, said they learned the Harbor Center received a Readers' Choice award from *Convention South* for best meeting site in the South. They shifted everything indoors for Smooth Jazz Festival due to the threat of bad weather and they are booked again next year.
- Kathy Foley of Recreation District No. 1 said they had 214 teams participating in the MSC Midnight Madness, playing Friday and Saturday. They had Best Practices from Parks and Recreation with 50 people from across the country. They are in the process of doing strategic planning.
- Valerie Weltz of the Harbor Center said they host the Slidell Gun & Knife Show on November 4 and 5. East St. Tammany Habitat for Humanity's fundraiser, Home is Where the Art is will be held on November 17. The United States Marine Corps Band holds its Holiday Concert on December 5.

ADJOURNMENT

Mark Myers made A MOTION to adjourn and Bonnie Eades seconded. The Motion carried and the meeting adjourned at 3:15 PM.

NEXT MEETING

The next Regular Board of Commissioners meeting will be held on Tuesday, December 12, 2017, 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