



Chairman Thomas J. Smith, Jr. called the **Regular Board of Commissioners** meeting to order on Tuesday, April 25, 2017, at 2:30 p.m. at the St. Tammany Parish Tourist and Convention Commission, 68099 Highway 59, Mandeville, Louisiana.

**COMMISSIONERS PRESENT**

Connie Born  
Sharon Lo Drucker  
Bonnie Eades  
Mark Myers  
Susan Nuss  
Marlaine Peachey  
T. J. Smith, Jr.

**COMMISSIONERS EXCUSED**

**COMMISSIONERS ABSENT**

**APPROVAL OF MINUTES**

**A MOTION** was made by Mark Myers, and seconded by Sharon Lo Drucker, to approve the February 21, 2017 Regular Board Meeting minutes, and the March 13, 2017 Special Board Meeting minutes. **The Motion** carried.

**TREASURER’S REPORT**

Mark Myers presented the Treasurer’s Report for February and March, 2017. Connie Born made **A MOTION** to file the Treasurer’s Report for audit as presented. Bonnie Eades seconded, and **The Motion** passed.

**STAFF REPORT**

- Tanya Leader, Vice President of Sales, Tico Soto of Tourism Tactics by Tico and the Tourist Commission’s international consultant, and Christina Cooper, Manager of Marketing and P.R., gave the Sales, International and Communications reports.

**OLD BUSINESS**

▶ **AMEND SPECIAL REVENUE FUND BUDGET**

- We had money returned to the Special Revenue Fund. The statute by which the fund was put in place no longer exists and the line item was zeroed out and erased. Because of the returned funds, per legal opinion, it was re-established and we followed standard procedure to disperse the money at the December meeting. We need to amend the budget because of this. Mark Myers made **A MOTION** to adopt the **Resolution** to Amend and Bonnie Eades seconded. **The Motion** carried.

**NEW BUSINESS**

▶ **ADOPTION OF BUDGET FOR FY JUNE 1, 2017 – MAY 31, 2018 (RESOLUTION)**

- A **Resolution** to adopt the budget for fiscal year June 1, 2017 to May 31, 2018 was presented. Sharon Lo Drucker made **A MOTION** to adopt the budget for 2017/2018. Mark Myers seconded and **The Motion** carried unanimously.

▶ **BIKESHARE PROGRAM**

- Susan Bonnet of the Northshore Community Foundation said she is enthusiastic about the prospect of a St. Tammany Bike Share program. She spoke with President Brister who is excited to develop this for citizens and visitors. There is no business model at this time. The parish president is committed to get the project started, as is the Northshore Community Foundation. She introduced Lindsey West of the Bantam Strategy Group based in Baton Rouge. The concept for St. Tammany Parish is to connect all the towns along the Tammany Trace. Counsel Sam Collett III advised the Tourist Commission to proceed carefully because of the competition aspect of the program since there are several

businesses that rent bicycles along the Trace. Ms. West said that thus far, it has not been a big issue as different needs are served. Ronnie Simpson said this is a wonderful opportunity and the timing is good as the parish is in the process of expanding and enhancing the Tammany Trace.

► DISCUSSION RE ALTERNATING BOARD MEETING LOCATIONS (EAST/WEST)

Donna said we had a tremendous turnout by our partners at our Special Meeting that was held at the Northshore Harbor Center in March. It was discussed that alternating meetings east and west may encourage more partner participation. Donna's team will discuss the matter and offer a suggestion at the next board meeting.

► LOUISIANA BOARD OF ETHICS PERSONAL FINANCIAL DISCLOSURE

The commissioners were reminded that the Tier 2.1 Personal Financial Disclosure Reports for calendar year 2016 are due May 15. The Tourist Commission needs to have a copy for its records.

► LOUISIANA GOVERNMENTAL ETHICS TRAINING COURSE

The commissioners were also reminded that they need to take the one-hour online ethics training course each year. We need a copy of the completion of training certificate for each board member's file. The Commission is also required to adopt the Tourist Commission's Financial Procedure and Internal Control Policies. A **Resolution** to adopt said policies was presented and read by Chairman T. J. Smith, Jr. Connie Born made A MOTION to adopt the Resolution to adopt the Financial Procedure and Internal Control Policies. Bonnie Eades seconded, and The Motion carried.

AUXILIARY AGENDA

- None

► COMMISSIONER COMMENTS

- Bonnie Eades reminded everyone of the election on Saturday for the two sales tax renewals on the ballot for the courthouse and jail.
- Susan Nuss said she is excited about the bike share program and being a bike-friendly community, it ties in with promoting our parish through millennial and international marketing.
- Marlane Peachy said she enjoyed her first meeting and has written down a page of questions to ask as well as some ideas. Donna said when she meets with her for an orientation she will answer all questions.
- Connie Born said she and Kim Bergeron have been approached again by News With A Twist, this time regarding the FestiGals event for which she is making a special doll to auction.
- Mark Myers said he was a tourist in London last summer for two weeks and used Bike Share quite a lot. He hopes it can be worked out for our area.
- T. J. Smith, Jr. said he participated in the legislative luncheon yesterday and we were very well represented at the Capitol. He advised everyone to stay closely tuned-in to what is going on in Baton Rouge.

► AUDIENCE COMMENTS

- Steven Federer said as the owner of Blue Heron B & B, located between the lakefront and the Mandeville Trailhead of the Tammany Trace and close to the Trace and other businesses, he finds the bike share program an interesting concept.
- Bill McHugh asked if there is any activity as a result of the March 13 special meeting with the Regional Planning Board. T. J. responded that we continue to have a rich dialogue with the board and its leadership and we continue to move forward.
- Lacey Toledano said she is happy to attend today's meeting representing the St. Tammany West Chamber and said the Regional Partnership Board has established a long-awaited conversation among the executive directors of the chambers, Northshore Business Council, EDF and the Tourist Commission.
- Kathy Lowrey said the Harbor Center will host the 4<sup>th</sup> Annual Veterans Festival on May 13<sup>th</sup>. They have a new event

manager, Shari Appel, who brings with her 20 years of hospitality experience.

- Kathy Foley said they have a state soccer championship coming in with mostly out of town teams. The Louisiana Parks and Recreation Association just named Pelican Park Outstanding Park in the State.

- Donna reminded everyone about the Lt. Governor's kickoff of Tourism Week at Fairview-Riverside State Park on May 8<sup>th</sup> from Noon to 2:30 p.m. All are invited.

**ADJOURNMENT**

Mark Myers made **A MOTION** to adjourn and Sharon Lo Drucker 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, June 27, 2017, at 2:00 PM, at the Tourist Commission Office in Mandeville.

Minutes Respectfully Submitted,

*S / Rae Shipley*

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Rae Shipley  
Recording Secretary

*S / Thomas J. Smith, Jr.*

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Thomas J. Smith, Jr.  
Chairman