



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION  
REGULAR BOARD OF COMMISSIONERS MEETING  
MONDAY, JUNE 26, 2017

Vice-Chair Sharon Lo Drucker called the **Regular Board of Commissioners** meeting to order on Monday, June 26, 2017, at 2:10 p.m. at the St. Tammany Parish Tourist and Convention Commission, 68099 Highway 59, Mandeville, Louisiana.

An Invocation was delivered by Marlaine Peachey.

**COMMISSIONERS PRESENT**

Connie Born  
Sharon Lo Drucker  
Bonnie Eades  
Mark Myers  
Susan Nuss  
Marlaine Peachey

**COMMISSIONERS EXCUSED**

Thomas J. Smith, Jr.

**COMMISSIONERS ABSENT**

**APPROVAL OF MINUTES**

**A MOTION** was made by Mark Myers and seconded by Connie Born, to approve the April 25, 2017 Budget Public Hearing minutes, and **The Motion** carried. Marlaine Peachey made **A MOTION** to approve the April 25, 2017 Regular Board Meeting minutes and Connie Born seconded. **The Motion** carried.

**TREASURER’S REPORT**

Mark Myers presented the Treasurer’s Report for April and May 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**

- Donna O’Daniels, President and CEO, and Tanya Leader, Vice President of Sales, gave the Staff Activities Report.

**OLD BUSINESS**

► **RECOMMENDATION RE BOARD MEETING LOCATIONS (EAST/WEST)**

At the last meeting, it was suggested holding at least two board meetings in Slidell. Donna suggested holding the first meeting of the new calendar year, in February, in Slidell, and also the meeting taking place in August. Mark Myers made **A MOTION** that the board accept the recommendation to hold two board meetings in Slidell starting in 2018. Bonnie Eades seconded, and **The Motion** carried.

**NEW BUSINESS**

► **COMPLIANCE QUESTIONNAIRE**

- The Compliance Questionnaire is a form given to our auditors each year when we turn our records over to them for audit, and it states that the Tourist Commission is in compliance with all state statutes as required. Mark Myers made **A MOTION** to adopt the Compliance Questionnaire as presented. Connie Born seconded, and **The Motion** carried.

► **RESOLUTION TO CONFIRM THE ST. TAMMANY FARMER AS OFFICIAL JOURNAL OF TOURIST COMMISSION**

A Resolution to adopt the *St. Tammany Farmer* as our official journal for fiscal year 2017/2018 was presented. Bonnie Eades made **A MOTION** to adopt the *St. Tammany Farmer* as the Official Journal of the St. Tammany Parish Tourist and Convention Commission. Connie Born seconded, and **The Motion** carried.

**AUXILIARY AGENDA**

► There were a couple of issues that arose after the agenda had already been set that Donna felt need to be brought

before the board.

-She asked for some input on Visitor Center hours. We are currently open seven days a week from 8:30 am until 4:30 pm. Unfortunately, we are down to three Visitor Center staffers and scheduling them has become an issue. For safety reasons, we like to have two people working at a time. Donna polled the other CVBs in the state and almost all have gone to five or six-day schedules. Yolanda Paz said the average for 2016 was six or seven sign-ins or less on Sundays. Donna said her recommendation would be to close the Visitor Center on Sunday. After further discussion, Mark Myers made **A MOTION** to accept the recommendation to close the Visitor Center on Sundays, and if there is still a scheduling problem, to cut back the hours on Saturdays. Bonnie Eades seconded **The Motion** and it carried unanimously.

- Donna cited the presentation at our last meeting regarding Bike Share. She attended a meeting last week with President Brister and the mayors of four municipalities. The purpose was to seek financial support to pay the consultant to get the program started. The request was made for a \$25,000 CEA between our organizations and the Northshore Community Foundation. However, in RS 33:4574 which is the legislation establishing all of the CVBs in Louisiana, it states “the commission shall do all things necessary for the promotion and the advertisement and publication of information relating to tourist attractions within its jurisdiction.” That statement is followed by “However, the commission shall not exercise any function which results in competition with local retail businesses or enterprises.” Tom Huval said he felt Donna was interpreting it correctly because they made it a point to add the qualifier regarding competition. Once the business is established, we can promote and market it. Following further discussion, the commission directed Donna to convey to President Brister that according to our attorney, we are unable to do the CEA for the bike share, and explain why we cannot.

► **COMMISSIONER COMMENTS**

- Marlane Peachey said she is taking a tour of Israel in the Spring and noticed that El Al Airlines moved into New Orleans. Donna added that the New Orleans British Airways launch has been their most successful launch ever, and she is sure other airlines are taking note. The City of Mandeville is having its Independence Day Celebration, “Light Up the Lake” on Saturday, July 1<sup>st</sup>.

- Susan Nuss reported on the Lodging Association meeting held last week. Darrius Gray noted that weekday hotel volume is soft compared to last year but weekend business is slightly up. Donna said Judy Randall’s husband is in the parish doing research this week and has reported he is meeting a lot of leisure travelers. The Southern Hotel is expanding, having purchased the old city post office, and it will be called The Garden House.

- Connie Born said the FestiGal event this past weekend was one of the best events she has attended. The MisChief doll she created for them was sold at auction for \$675.00.

► **GUEST COMMENTS**

- Jeff Bordelon said Bayou Adventure is having an evening paddle Saturday, July 1 to the mouth of the lake and Cane Bayou where they will watch the fireworks show at the Mandeville lakefront.

- Yolanda Paz said that Slidell is having its Independence Day fireworks display on Saturday the 1<sup>st</sup>, at Heritage Park, as part of the 20<sup>th</sup> Annual Slidell Heritage Festival.

- Kathy Foley said the state conference of Parks and Recreation will be here for three days in 2018 with 140 to 150 people and they are working with Richard Bently-Smith at Coquille on arrangements.

- Valerie Waeltz said *New Orleans CityBusiness* just put out their “Best Of” list for 2017 and the Northshore Harbor Center received gold, just behind the Morial Convention Center in New Orleans, for the category Best Event & Meeting Facility, and they are very pleased about that.

**ADJOURNMENT**

Mark Myers made **A MOTION** to adjourn and Connie Born seconded. **The Motion** carried and the meeting adjourned at 3:30 PM.

**NEXT MEETING**

The next Regular Board of Commissioners meeting will be held on Tuesday, August 29, 2017, at 2:00 PM, at the Tourist Commission Office in Mandeville.

Minutes Respectfully Submitted,

*S / Rae Shipley*

\_\_\_\_\_  
Rae Shipley

Recording Secretary

*S / Sharon Lo Drucker*

\_\_\_\_\_  
Sharon Lo Drucker

Vice-Chair