



ST. TAMMANY PARISH TOURIST & CONVENTION COMMISSION
REGULAR BOARD OF COMMISSIONERS MEETING
TUESDAY, AUGUST 29, 2017

Chair Thomas J. Smith, Jr. called the **Regular Board of Commissioners** meeting to order on Tuesday, August 29, 2017, at 2:10 p.m. at the St. Tammany Parish Tourist and Convention Commission, 68099 Highway 59, Mandeville, Louisiana.

Mr. Smith then delivered the Invocation.

COMMISSIONERS PRESENT

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

COMMISSIONERS EXCUSED

Connie Born

COMMISSIONERS ABSENT

A quorum was present

APPROVAL OF MINUTES

A MOTION was made by Mark Myers and seconded by Bonnie Eades, to approve the June 26, 2017 Regular Board Meeting minutes. **The Motion** carried.

TREASURER'S REPORT

Mark Myers presented the Treasurer's Report for June 2017 and July 2017. Sharon Lo Drucker 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, CEO and President; Tanya Leader, Vice President of Sales; and Renee Kientz, Vice President of Communications gave their departmental reports. Christina Cooper gave an overview of our marketing and advertising programs.

OLD BUSINESS

► None

NEW BUSINESS

AUXILIARY AGENDA

► None

► **COMMISSIONER COMMENTS**

- Following Christina's presentation on advertising, Bonnie Eades said after joining the Tourist Commission Board, it quickly became evident of the highly qualified staff that continually raises the bar for themselves. She also said the Regional Partnership Board is hosting a luncheon on October 16 at the Harbor Center, featuring economist Dr. Loren Scott.

- T. J. Smith thanked Donna and staff and everybody who helps to make tourism so big in Louisiana.

- Sharon Lo Drucker said she is proud of the Tourist Commission and the work that goes on, and appreciates the fact that we are leaders and not followers. She said we have a great team and great leadership at the top to lead it.

- Susan Nuss said the international training session was very informative and she hopes we can get more hotels to participate next time. Donna thanked her for being an engaged hotelier who participates.

- Marlaine Peachy said she attended the LMA Convention in July and the Lieutenant Governor encouraged the mayors and other officials present to do a "staycation."

► **GUEST COMMENTS**

- Valerie Waeltz of the Northshore Harbor Center, said October will be a busy month, with the Athena Awards luncheon on October 11, Newcomers Arts and Crafts Show on the 14th, the Louisiana Economic Outlook Luncheon on the 16th and Northshore High Homecoming Dance on the 21st.
- Bill McHugh said the St. Tammany Farmer is extending coverage to the east side of the parish.
- Kim Bergeron said she is the new Executive Director for the St. Tammany Art Association. She is also founder of a group called Cultural Economy Coalition which persuaded the state, with thanks to Sen. Hewitt and Rep. Cromer, to declare the first full week in December as "Shop Local Artists Week."
- Kathy Foley said they have added a new position, Marketing and Promotions, and Susan Sheehan has been put in that position. They are retrofitting lighting in the Castine Center for dimmable LEDs. They will have over 3,000 kids play in the park this fall.

ADJOURNMENT

Sharon Lo Drucker made **A MOTION** to adjourn and Mark Myers seconded. **The Motion** carried and the meeting adjourned at 3:25 PM.

NEXT MEETING

The next Regular Board of Commissioners meeting will be held on Tuesday, October 31, 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