

West Feliciana Parish Tourism Commission Meeting
January 18, 2023, 5:30 pm
At the West Feliciana Parish Library
5114 Burnett Road
St. Francisville, La.

Agenda

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| 1. Call meeting to order | Morgan Moss |
| 2. Roll call | |
| 3. Approval of agenda items for consideration and action | |
| 4. Public Comment | |
| 5. 2023 Officer Elections | |
| 6. Approval of December 14, 2022 minutes | John Kean |
| 7. <u>Old Business</u> | |
| 1. Executive Director's Report | Devan Corbello |
| 1. 2022 Review | |
| 1) <u>New Business</u> | |
| a) Treasurer's Report | John Kean |
| b) 2022 WF Event Survey | Discussion |
| c) 2023 Board Retreat | Discussion |
| d) Logo/Rebranding Update | Discussion |

Next Meeting – February 15, 2023, 5:30 pm @ West Feliciana Parish Library
Motion to Adjourn

THE MEETING IS OPEN TO THE PUBLIC.

In accordance with the Americans with Disabilities Act, if you need special assistance, please contact the West Feliciana Tourism Commission at (225) 635-4224 describing the assistance that is necessary. Public comment will be taken after each agenda item is read aloud. Comments will be limited to three minutes per person per agenda item.

“The mission of WFPTC is to market and maintain tourism as a strong economic base for West Feliciana Parish”

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Minutes

- 1) Morgan Moss called meeting to order at 5:30 pm
- 2) Roll call:
 - a) Present-, John Kean, David Parker, Morgan Moss, Janice Wynn, and John Flippen
 - i) Others present: Devan Corbello
 - b) Absent- Brittany Earnest, Heather Melancon
- 3) Approval of agenda items for consideration and action
 - a) Motioned by David P., Seconded by Janice W. all in favor.
- 4) Public Comment
 - a) No public were present.
- 5) 2023 Officer Elections
 - a) Morgan Moss was nominated as Chairperson of the board, David Parker was nominated as Vice Chair, and John Kean was nominated as Treasurer/Secretary. All were voted in unanimously.
- 6) Approval of December 14, 2022 minutes
 - a) David P. motioned to accept the minutes and John F. seconded the motion. All were in favor.
- 7) Old Business
 - a) Devan Corbello gave an update on the Commission from the past month. Such as the Gumbo Group's Media Mission to Houston, TX. Chef Dan of 1796 and Devan were interviewed on CW 39 Houston to promote travel to the region. Devan also met with several travel writers and social media influencers to discuss opportunities for them to travel to St. Francisville in the future for marketing trips. In January, he also hosted Von Mack Agency to give them a tour of the parish and meet with Town and Parish officials so that they have a better sense of the area when it comes to designing a logo and new brand. St. Francisville was recently featured in "12 Incredible Charming Small Towns in Louisiana" and "Louisiana Main Streets." It was decided that WFPTC would not participate in the LA Culinary Trips this year but would instead seek opportunities to plan a similar trip to a food and wine festival or something similar. Devan also gave a synopsis of 2022 visitors to the Museum.
- 2) New Business
 - a) Treasurer's Report
 - i) John K. gave an update on the financials: Total expenses for December were \$16,449.74 and the total income was \$17,633.35. Total amount in checking account was \$330,467.18 and total in the LAMP Savings account was \$108,282.74.
 - ii) John, David, and Devan will meet with Kati Williamson to discuss cleaning up the financial reports for meetings.
 - b) 2022 WF Event Survey
 - i) Devan and Janice created a survey to send out to community event organizers to audit 2022 events and to determine how WFPTC could help with marketing for 2023.

- c) 2023 Board Retreat
 - i) The Board Retreat will be discussed in a special meeting before the next board meeting.
 - d) Logo/Rebranding Update
 - i) Von Mack Agency visited the area to gather more insight and ideas for a logo/branding guide. Will present at the February board meeting.
- 3) Janice motioned to adjourn at 6:50 pm. David P. seconded the motion.

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Approved at February 15, 2023 Board Meeting