

West Feliciana Parish Tourism Commission Meeting  
February 15, 2023, 5:30 pm  
At the West Feliciana Parish Library  
5114 Burnett Road  
St. Francisville, La.

Agenda

- |   |                       |
|---|-----------------------|
| 1. Call meeting to order  | <b>Morgan Moss</b>    |
| 2. Roll call  |                       |
| 3. Approval of agenda items for consideration and action                |                       |
| 4. Public Comment   |                       |
| 5. Approval of January 18, 2023 & Jan. 25, 2023 Special Meeting minutes | <b>John Kean</b>      |
| 6. <u>Old Business</u>  |                       |
| 1. Executive Director's Report  | <b>Devan Corbello</b> |
| 1. Spring 2023 Marketing Outlook  |                       |
| 1) <u>New Business</u>  |                       |
| a) Treasurer's Report   | <b>John Kean</b>      |
| b) Approve Budget Revisions   |                       |
| c) Attendance Policy  | <b>Discussion</b>     |
| d) Logo/Rebranding Update   | <b>Discussion</b>     |
| e) Rescheduling April board meeting                                     | <b>Discussion</b>     |

Next Meeting – March 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 the meeting to order at 5:39 pm
- 2) Roll call: Absent: Heather Melancon
  - a) Present: John Flippen, John Kean, Morgan Moss, Janice Wynn, David Parker, Brittany Earnest
  - i) Others Present: Devan Corbello
- 3) Approval of agenda items for consideration and action
  - a) Motion to accept made by David Parker and seconded by Brittany Earnest. All were in favor.
- 4) No public were present to comment.
- 5) Approval of January 18, 2023 & Jan. 25, 2023 Special Meeting minutes
  - a) Motion to accept made by David Parker and seconded by John Flippen. All were in favor.
- 6) Old Business
  - a) Devan Corbello gave his executive director's report and spring marketing outlook. He highlighted the Louisiana Tourism Leadership Academy kicking off. He is part of the group project that will develop a potential new festival in St. Francisville. His goal for marketing this spring is to increase social media presence. There will be a German and a Belgium Fam. Tour in April and May for tour operators from both countries. He will be at the STS Domestic Showcase for the April Board Meeting, the board will vote in March to move the meeting to April 12<sup>th</sup>.
- 7) New Business
  - a) John Kean gave the treasurer's report. Occupancy Tax collected from December's occupancy totaled \$19,447.33. Total income for January was \$20,321.42. Total Expenses were \$34,141.36.
  - b) Approve Budget Revisions
    - i) Devan and Kati Williamson worked on the budget to move some categories around to make it easier to read. The Tourism Revival funds and expenses were moved to below the main budget. A line item for retirement and the upcoming Board Retreat were also created. Expenses from the travel budget were moved to cover the Board Retreat.
  - c) The board looked at the current attendance policy. A decision to limit absences over a 12-month period to 3 unexcused absences. Devan will send out the proposed new language to the board for review and it will be voted on at the March meeting.
  - d) Devan presented the latest logo revisions from Von Mack. The board voted on a design and color scheme. John Flippen made a motion to accept, John Kean seconded it. All were in favor.

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**\*Approved at the March 15, 2023 Board Meeting\***