

West Feliciana Parish Tourism Commission Meeting
July 19, 2023, 5:30 pm
At the West Feliciana Parish Library
Study Room B
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. Approval of June 21, 2023 Board Meeting Minutes | |
| 6. <u>Old Business</u> | |
| a. Executive Director's Report | Devan Corbello |
| 7. <u>New Business</u> | |
| a. Treasurer's Report | John Kean |
| b. Review Tourism Tactics by Tico Contract | |
| c. Reception Update | David Parker/Devan |
| d. Strategic Planning | |
| e. Potential Grant Writer | |
| f. Website Review | |
| g. Potential Executive Session (R.S. 42:16) | |
| 8. Motion to Adjourn | |

Next Meeting – August 16, 2023, 5:30 pm @ West Feliciana Parish Library

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 5:36 pm.
2. Roll call: Absent: Brittany Earnest. Present: Morgan Moss, Janice Wynn, David Parker, John Flippen, John Kean, Heather Melancon. Others Present: Devan Corbello.
3. David motioned to approve the agenda items for consideration and action. Janice seconded the motion. All were in favor.
4. No public were present for comment.
5. David motioned to approve the June 21, 2023 Board Meeting Minutes. Heather seconded the motion. All were in favor.
6. Old Business
 - a. Devan gave his executive director's report. He touched on key meetings trade shows that he has had over the past month, like Spotlight on the Southeast in Mobile, Alabama, where he met with around 25 tour operators to plan itineraries for group travelers. He also announced that the commission was approved for the \$10,000 CMP Grant from LOT. This grant will be used for marketing efforts for the parish. He also highlighted the free media that St. Francisville has received over the past month and announced that following is up across all social media platforms.
7. New Business
 - a. John Kean gave the treasurer's report. \$20,026 was collected in occupancy taxes in June. Expenses were \$17,839.
 - b. The board reviewed the progress on the contract with Tourism Tactics by Tico. Noting what has been done and what will be completed in the last few months of the contract.
 - c. Devan and David gave an update on the rebranding/website launch reception. It will be August 10 at Jackson Hall from 5:30 to 7:30 pm. Light refreshments will be served. The Lt. Gov. is expected to be there.
 - d. The board will meet on August 8 from 9 am to 1 pm to finalize a 3-year strategic plan.
 - e. The board discussed the potential hiring of a grant writer. It will be put into the strategic plan.
 - f. Devan gave an update on the website and went through the site to talk about any changes or updates. Von Mack is working on the changes and will be complete before the reception.
 - g. David called an Executive Session (R.S. 42:16) at 6:39 pm. John Kean seconded. All were in favor. The commission came out of executive session at 6:54 pm.
8. Motion to Adjourn by David was called at 6:55 pm.

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Approved at the August 16, 2023 Board Meeting.