

West Feliciana Parish Tourism Commission Special Meeting  
June 7, 2023, 5:00 pm  
At the West Feliciana Parish Library  
Study Room B  
5114 Burnett Road  
St. Francisville, La.

Agenda

1. Call meeting to order
2. Roll call
3. Approval of agenda items for consideration and action
4. Public Comment
5. New Business
  - a. 2023/2024 Proposed Budget
    - i. Line Items and Budgeted Amounts
    - ii. Proposed Contracts
    - iii. Proposed Travel/Tradeshows
    - iv. Proposed Marketing Plan
  - b. Executive Session (RS 42:16)
6. Motion to Adjourn

**Morgan Moss**

Next Meeting – June 21, 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 5:01 pm.
2. John Kean called the roll. Present were Morgan Moss, John Kean, John Flippen, David Parker, Janice Wynn. Others present were Devan Corbello. Absent were Brittany Earnest and Heather Melancon.
3. Approval of agenda items for consideration and action: David moved to approve with the addition of adopting a board resolution to allow Devan to sign the Cooperative Marketing Program grant. John Kean seconded the motion, all were in favor.
4. Public Comment: no public comment was made.
5. New Business
  - a. Devan presented the proposed 23/24 budget with a projected income of \$242,100 and projected expenses being \$242,100. The income will come from an estimation of \$220,000 in occupancy tax, \$9,600 in interest earned, as well as \$10,000 from the CMP Grant and \$2,500 from the Rural Tourism Marketing Grant. He presented a chart of potential ad placements throughout the year. Most would be digital in hopes of driving traffic to the website. John K. suggested that a QR code with a link to a unique URL that will link back to our website should be placed on all print ads to be able to measure the success rate. Devan also presented a list of potential travel for the year. After some revisions, the Devan will send out the proposed budget for review prior to the June 21<sup>st</sup> meeting, where it will be voted on.
  - b. No executive session was called.
6. Motion to Adjourn was made by David and seconded by John K.

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**Approved on June 21, 2023**