

West Feliciana Parish Tourism Commission Meeting  
February 19, 2025, 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   | <b>John Kean</b>      |
| 2. Roll call   |                       |
| 3. Approval of agenda items for consideration and action   |                       |
| 4. Public Comment  |                       |
| 5. Approval of January 15, 2025 Board Meeting Minutes  |                       |
| 6. <u>Old Business</u>   |                       |
| a. Executive Director's Report   | <b>Devan Corbello</b> |
| i. Intern Introduction   |                       |
| ii. Community Events Workshop Update   |                       |
| 7. <u>New Business</u>   |                       |
| a. Treasurer's Report  | <b>Devan Corbello</b> |
| b. Vision for Commerce Street Presentation   | <b>Laurie Walsh</b>   |
| c. Nomination and Election of 2025 Executive Officers  |                       |
| d. Vote to remove Brittany Ernest from Bank Account and add new executive officers to bank account |                       |
| e. Board Workshop  | <b>Morgan Moss</b>    |
| f. Monthly Executive Meetings Discussion   | <b>Morgan</b>         |
| g. Survey from Commission to local vendors   | <b>John</b>           |
| h. Discuss contacting Downtown Baton Rouge hotel's management to promote parish tourism.           | <b>John</b>           |
| i. Create smaller rack cards for promotion from hotels   | <b>John</b>           |
| 8. Motion to Adjourn   |                       |

Next Meeting – March 19, 2025, 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 comments 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 5:32 pm
2. Roll call: Present-Morgan Moss, Leslie Daniel, Jim Johnston, Adrian Percy, Amber Thorne, Lauren Pourciau, and John Kean. Others Present-Devan Corbello, Simon LeClerq, Laurie Walsh.
3. Leslie made a motion to approve agenda items for consideration and action. Amber seconded the motion. All were in favor.
4. No Public Comment was made.
5. Leslie made a motion to approve the January 15, 2025 Board Meeting Minutes. Jim seconded the motion. All were in favor.
6. Old Business
  - a. Devan gave his Executive Director's Report. He gave an update on the Community Events Workshop. He has emailed event planners in the area. Leslie made a suggestion to email the PTA's in the schools to invite them as well. Lauren suggested a more detailed agenda to entice people to attend. He also gave an update on the Super Retriever Series. He has sent out press release and is working with the event to promote St. Francisville to their audience. He introduced Simon LeClerq. He is interning with the Commission until April, while getting his Masters in Language Studies. He is working to translate tours and guides to French, Danish, Swedish, and Norwegian.
7. New Business
  - a. Devan gave the Treasurer's Report. Total Income was \$22,641.45 and expenses were \$227,671.15. Leslie made a motion for Devan to work with Katie to revise the budget to move and change the line item that was used for the front desk to a new line item, such as "rent." John seconded the motion. All were in favor.
  - b. Laurie Walsh gave the Town's presentation "Vision for Commerce Street" which is a plan for improvements along Commerce Street and Ferdinand.
  - c. Leslie made a motion to nominate John Kean as Chair, Morgan as Vice Chair, and Jim as Secretary/Treasurer and to add them as signers to the checking account at Bank of St. Francisville. Adrian Seconded the motion. All were in favor.
  - d. Leslie motioned to remove Brittany Ernest from Bank Account. Adrian seconded the motion. All were in favor.
  - e. Morgan discussed the need for a Board Workshop to work with the new board members on the role of a tourist commission and to set new goals for the coming years. Devan presented a quote from Tico Soto. The board wanted to explore more options and Leslie made a motion for Devan to reach out to the Louisiana Office of Tourism to enquire about any presentations they may have for the board. And to also get another quote from a consultant for a workshop. Amber seconded the motion. All were in favor. Morgan suggested that at the next board meeting, the board revisits the strategic plan to see where they are on the goals set.

- f. Morgan discussed the need to return to a Monthly Executive Meeting one week prior to the board meeting to discuss potential agenda items for the month. The board decided against the need for the meetings.
  - g. John discussed the need for a Survey from Commission to local vendors. Jim made a motion for Devan to work with Adrian to create a draft survey and methodology to be presented at the next board meeting. Amber seconded the motion. All were in favor.
  - h. John discussed contacting Downtown Baton Rouge hotel's management to promote parish tourism. John is meeting with the management of the Watermark to get specs on postcards for their staff to have for visitors that inquire about things to do in the area. Leslie made a motion for Devan to work with Amber to create the postcards and Adrian seconded. All were in favor.
8. Motion to Adjourn was made by Leslie at 7:01. Seconded by Adrian. All were in favor.

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**Approved at the March 19, 2025 Board meeting.**