

West Feliciana Parish Tourism Commission Meeting  
March 19, 2025, 5:30 pm  
At the West Feliciana Parish Library  
Study Room B  
5114 Burnett Road  
St. Francisville, La.

Agenda

- |   |                       |
|---|-----------------------|
| 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 February 19, 2025 Board Meeting Minutes  |                       |
| 6. <u>Old Business</u>  |                       |
| a. Executive Director's Report  | <b>Devan Corbello</b> |
| i. Marketing Analytics Update/QR Code Reporting   |                       |
| b. Hotel Postcard Update  | <b>Amber/Devan</b>    |
| c. Visitor Guide Update   |                       |
| 7. <u>New Business</u>  |                       |
| a. Treasurer's Report   | <b>Jim Johnston</b>   |
| b. Revise budget  |                       |
| i. Move & Change "Salaries & Wages-Office" to "Rent Expense-Co-op agreement" under "Office"   |                       |
| c. Nomination and Election of Vice Chair  |                       |
| d. Vote to remove Morgan Moss from Bank Account and add new executive officer to bank account |                       |
| e. Strategic Plan Goals Review  | <b>Devan</b>          |
| f. Board Workshop   | <b>Devan</b>          |
| g. Local Partner Surveys  | <b>Adrian/Devan</b>   |
| h. Weekend Vacancy Listings for Front Desk  |                       |
| 8. Motion to Adjourn  |                       |

Next Meeting – April 16, 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."**

West Feliciana Parish Tourism Commission Meeting  
March 19, 2025, 5:30 pm  
At the West Feliciana Parish Library  
Study Room B  
5114 Burnett Road  
St. Francisville, La.

Minutes

1. John called the meeting to order at 5:34 pm.
2. Roll call: Present-John Kean, Leslie Daniel, Amber Thorne, Jim Johnston, Lauren Pourcaiu, Adrian Percy. Others present-Devan Corbello.
3. Leslie made a motion to approve agenda items for consideration and action, Amber seconded. All were in favor.
4. No public comment was made.
5. Amber made a motion to accept the February 19, 2025 Board Meeting Minutes with an amendment to the spelling of Adrian's name—It will be corrected from "Adrien" to "Adrian." Adrian seconded. All were in favor.
6. Old Business
  - a. Devan gave his Executive Director's Report. He highlighted key meetings he's had over the last month, including representing VSF at the Travel & Adventure show in Denver. Leslie made a motion to approve Devan's request to take off May 22<sup>nd</sup> & 23<sup>rd</sup> Jim seconded the motion. All were in favor. He also highlighted the Marketing Analytics Report, which showed the website traffic that current ads were driving. Adrian raised a concern with a billboard on HWY 61 that promotes St. Francisville and downtown St. Francisville. The board has requested to approve the new billboard design before the final decision. The billboard is a partnership between District Mercantile, North Commerce Street District, Bayou Sara Brewing, and Visit St. Francisville. The board has also requested to approve all ad designs before they are published. Devan and Amber will work together to compile ideas for future ad designs.
  - b. Amber and Devan gave an update about the Hotel Postcard. Devan will send a revised design with parish attraction highlights on the back of the card.
  - c. Devan gave an update on the Visitor Guide. The board raised concerns for the need for multiple photos depicting nature attractions. For the next revision, more photos of iconic buildings around West Feliciana Parish will be used.
7. New Business
  - a. Jim gave the Treasurer's Report. \$18,415.73 were collected in occupancy taxes in February 2025.
  - b. Revise budget
    - i. Leslie made a motion to revise the budget and Move & Change "Salaries & Wages-Office" to "Rent Expense-Co-op agreement" under "Office," Adrian seconded the motion. All were in favor.
  - c. John nominated Lauren Pourcaiu to the Vice Chair position. Adrian seconded the motion. All were in favor.
  - d. Adrian made a motion to remove Morgan Moss from Bank Account and add Lauren Pourcaiu to be a signer on the bank account.

- e. Devan highlighted the Strategic Plan Goals progress. Leslie suggested that bi-annual face to face meetings with local partners would be beneficial. Adrian suggested for the commission to track occupancy in a more accurate way. Devan will call accommodations each month to request their occupancy rates. Jim is working on a list of short-term rentals in the parish that may not be known to the school board.
  - f. Devan presented the quotes for the Board Workshop facilitator. No decision was made at this meeting.
  - g. Adrian and Devan presented the “Local Partner Surveys.” The board will review the final questions at the next meeting and divide the list of partners to personally take the survey to.
8. Motion to Adjourn was made at 7:00 pm by Leslie and seconded by Amber.

Next Meeting – April 16, 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.”**

**Approved at the April 16, 2025 Board meeting.**