

West Feliciana Parish Tourism Commission Special Meeting
March 31, 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
2. Roll call
3. Approval of agenda items for consideration and action
4. Public Comment
5. New Business
 - a. Partner Survey
 - b. Strategic Plan and Goals Facilitator
 - i. Board Retreat
 - c. Marketing and Advertising Plan
6. Motion to Adjourn

John Kean

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.”

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Minutes

1. John Kean called the meeting to order at 5:31 pm.
2. Roll call: Absent- Amber Thorne. Present- John Kean, Jim Johnston, Leslie Daniel, Lauren Pourcaiu, Adrian Percy. Others present- Devan Corbello, James Fox-Smith, Conan Cleveland.
3. Leslie made a motion to approve the agenda items for consideration and action. Jim seconded that. All were in favor.
4. No public comments were made.
5. New Business
 - a. John and Adrian presented the Partner Survey. Area businesses and attractions that are tourism facing were divided up by the board. Adrian will receive the completed surveys and will create a report for the board. John made a motion to accept the partner survey to be hand delivered by board members. Jim seconded. All were in favor.
 - b. John made a motion to have Laurie Walsh lead a discussion/review and help update the commission's strategic plan and goals at the April 16th meeting. Leslie seconded. Jim voted yes, Lauren voted yes, Adrian abstained.
 - i. Devan suggested that a full-board retreat take place this year to review goals and board and staff roles. That will be revisited at a later date.
 - c. Marketing and Advertising Plan: John made a motion for the Executive Director to work in conjunction with Temple Design on all marketing and advertising materials, excluding social media posts. Jim seconded. All were in favor.
6. John made a Motion to Adjourn. Adrian seconded. All were in favor.

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Approved at the April 16, 2025 Board meeting.