

West Feliciana Parish Tourism Commission Meeting Agenda
February 18, 2026 5:30 pm
At the West Feliciana Parish Library
Teen Room
5114 Burnett Road
St. Francisville, LA

1. Call meeting to order **John Kean**
2. Roll call Present: Adrian, Jim, Lauren, Yul; Absent: Leslie
3. Approval of agenda items and action: John motioned to approve with replacing item 4 with item 9. Adrian seconded. Approved
- ~~4. Special Guest: Mary Heine/Royal Nutrition~~
4. Ashley Fox-Smith/Country Roads- Presented ad opportunities for the end of the fiscal year. Motion by Adrian to approve. John seconded. Yul motioned to table a vote until Old Business. Adrian seconded. Approved.
5. Public Comment:
6. Approval of January 21st, 2026 Meeting Minutes: Motion by John to approve with the insertion of Yul's name to item d under Old Business. Adrian seconded. Approved.
7. Election of 2026 Officers: Motion by Yul was made to elect the following as officers as banking signators with the removal of Jim Johnston. John seconded. Approved.
a)Chair- Adrian Percy b)Vice Chair- Lauren Pourciau c)Sec/Treas- John Kean

Old Business

- a. Commission Status Report **Lauren Pourciau**
- b. Social Media Status, Reports, & Proposals **Lauren Pourciau**
- c. Hoffman Media: Lauren motioned for \$10,000 ad package with the confirmation of ad location & added social media posts to be negotiated with requested additions of ad location and social media posts. Jim seconded. Approved.
Country Roads: Yul motioned to accept Option B to run May, Oct and Sept, and the benefit of an e-newsletter addition to our campaigns with fall months. Possibly included in our CMP

- package for 26-27. Lauren to negotiate Jim seconded. Approved.
- d. Occupancy Tax Collections: Adrian will reach out to Tanda.
 - b) Finance Comm Review of Budget for the Year 2026-27- no date was set
 - c) Office/Laptop Computer- Members approved the purchase of a new office computer up to \$1,000 but will wait to purchase a laptop until we hire a Director.
 - d) Marketing Ideas
 - a. John proposed a Spring Concierge Day to include hotels and tourism bureaus, up to 10 people on a first come first serve basis. Itinerary to be determined for the first of April.
 - e) New Business
 - a. Treasurer's Report & Financials for previous month **Jim**
Balance Sheet/P&L Budget Performance/Previous Month's collections, Fee, & Graph/Bank Stmt/Credit Card Stmt
 - b. Jim to meet with Katie and Claire to move QB to the online version.
 - c. John proposed a reserve for special projects. Lauren mentioned the idea of the Season's of the Symphony in St. Francisville. She will get prices and report back.
 - f) Motion to Adjourn: Motion John. Adrian seconded. Approved.

Next Meeting – March 18th, 2026 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.”