



**Minutes of the Ascension Parish Tourism Commission
Regular Board Meeting
At Home 2 Suites Gonzales
July 14, 2020**

Agenda Item #1 - Call to Order/Pledge/Roll Call

Meeting called to order by Chairman, Craig Walling

Present: Mike Bonfanti, Rae Milano, Al Schof, Craig Walling, and Karen Hatcher

Absent: Gasper Chifichi, and Jeanne St. Germain

Also Present: Tracy Browning, Michael Calabro and Sally Diez, DDR

Agenda Item #2 Public Sign in Period

No Sign-In's

Agenda Item #3 Approval Agenda

A motion was made to approve the agenda.

Motion by Mike Bonfanit

Second by Karen Hatcher

(0) NAYS

Motion passed

Agenda Item #4

Sally Diez, with Diez, Dupuy & Ruiz, reviewed the Financial Statements and Statewide Agreed Upon Procedures as of December 31, 2019. APTC has an overall good audit and clean report.

Agenda Item #5 Approval of Regular Board Meeting Minutes

The minutes from the Regular Board Meeting on June 9, 2020 were reviewed by the Board and a motion was made to approve the minutes.

Motion by Al Schof

Second by Karen Hatcher

(0) NAYS

Motion passed

Agenda Item # 6 Treasurer's Report

The Treasurer reviewed the current Financial Statements including the Profit & Loss Budget vs. Actual and Balance Sheet with the Board. A motion was made to approve the current 2020 Financials. The Executive Director gave an update on occupancy tax and the deferrals.

Motion by Karen Hatcher

Second by Al Schof

(0) NAYS

Motion passed

Agenda Item # 7 APTC Bylaw Updates

The Chairman reviewed the updates on the Bylaws that the Executive Director presented more than the required seven days to review. A motion was made to approve the updates to the Bylaws as stated.

Motion by Karen Hatcher

Second by Rae Milano

(0) NAYS

Motion passed



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Agenda Item # 8 APTC Emergency Operations Plan

The Chairman reviewed the Emergency Operations Plan updates that the Executive Director presented to the Board. A motion was made to approve the Emergency Operations Plan.

Motion by Karen Hatcher

Second by Mike Bonfanti

(0) NAYS

Motion passed

Agenda Item # 9 AEDC Letter

The Chairman reviewed the letter from AEDC to vacate the building. The Board reviewed the asset list and requested the Executive Director to work with the Board Attorney to draft a letter and an offer to purchase the dry erase board and twelve conference room chairs.

Agenda Item # 10 Small Visitor Guide-Design the Planet

The Executive Director reported that due to some tourism partners having to close temporarily and in lieu of making edits to the new visitor guide that may or may not be temporary, we would like to create a smaller more general visitor guide that can be used now for the distribution requirements we have commitments for. A motion was made to approve up to \$2300 for Design The Planet to design a smaller version of the visitor guide.

Motion by Rae Milano

Second by Karen Hatcher

(0) NAYS

Motion passed

Agenda Item # 11 Signage Project – Interpretive Direction, LLC

The Executive Director reviewed the signage project consisting of approximately nine directional signs around the exterior of the property and a new main sign in the front of the building in conjunction with the new brand. After discussion, a motion was made for the Executive Director eliminate one sign and to move forward and request additional proposals.

Motion by Al Schof

Second by Rae Milano

(0) NAYS

Motion passed

Agenda Item # 12 Brand Video Edits-Chandlerthinks

The Executive Director reviewed the proposal from Chandlerthinks to edit the new brand video per the request of some tourism partners to change images and voiceover along with the two commercials for \$3000.

Motion by Karen Hatcher

Second by Rae Milano

(0) NAYS

Motion passed

Agenda Item # 13 Executive Director's Report

The Executive Director submitted a monthly report to the Board and reported that the Chairman and Executive Director approved a transfer of \$40,000 from the Regions money market account to the Regions checking account. The Executive Director gave an update on the utility poles with Entergy and




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discussed the brand launch.

Agenda Item #14 Board Chairman's Comments

The Chairman reminded everyone to stay and mask up.



 Craig Walling, Chairman
 Date 8-11-2020



 Michael Bonfanti, Secretary/Treasurer
 Date 8-11-2020