



**REGULAR BOARD MEETING of the  
Ascension Parish Tourism Commission at  
6967 Highway 22, Sorrento, LA 70778  
Tuesday, November 14, 2023 2:00 PM**

**AGENDA**

1. Call to Order/Pledge/Prayer/Roll Call
2. Public Comment Sign-In Period
3. Approval of Agenda
4. Advertising-Marketing Grant Application (Southeast LA High School Rodeo Association)
5. Advertising-Marketing Grant Application (Donaldsonville Downtown Development District)
6. Approval of Regular Board Meeting Minutes
7. Approval of Bylaw Change
8. Approval of Treasurer's Report
9. Adopt and Approve 2023 Amended & 2024 Budget
10. 2024 Election of Officers
11. Board Chairman's Comments
12. Executive Director's Report

*The Ascension Parish Tourism Commission's mission is to attract first time and repeat tourists by promoting all forms of travel to all parts of Ascension Parish. APTC is focused on the sustainability of a thriving tourist industry within Ascension Parish for the economic benefit of its citizens.*



# Minutes of the Ascension Parish Tourism Commission

## Regular Board Meeting

### November 14, 2023

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

Meeting called to order by Chairman, Al Schof

Present: Michael Bonfanti, Liz Laurent, Richard Zeringue, Gasper Chifici, Mary Skinner & Angela Lafleur

Also Present: Tracy Browning, Michael Calabro, Richard James (Southeast LA High School Rodeo), Juanita Pearley & Michelle Ashley (DDD)

Absent: none

#### **Agenda Item #2 Public Sign in Period**

**No Sign-In's**

#### **Agenda Item #3 Approval Agenda**

A motion was made approve the agenda.

**Motion** by Gasper Chifici

**Second** by Michael Bonfanti

**(0) NAYS**

**Motion passed**

#### **Agenda Item #4 Advertising-Marketing Grant (Southeast LA High School Rodeo)**

Richard James with the Southeast Louisiana High School Rodeo talked about the rodeo being the 26<sup>th</sup> year in Ascension Parish. The event is to be held March 1-3, 2024 at Lamar Dixon Expo Center. The Board reviewed the application request of \$2500 for advertising. A motion was made to approve \$2500 for the Southeast LA High School Rodeo to be paid as reimbursement upon receiving required documentation and the execution of the Cooperative Endeavor Agreement. All work must include the APTC logo or name.

**Motion** by Gasper Chifici

**Second** by Mike Bonfanti

**(0) NAYS**

**Motion passed**

#### **Agenda Item #5 Advertising-Marketing Grant (Donaldsonville Downtown Development District)**

Juanita Pearley, Commission Chair and Michelle Ashley, Board Member, with the Donaldsonville Annual Event Marketing/Advertising Campaign. The events are to be held March 1-December 31, 2024 in Donaldsonville, LA. The Board reviewed the application request of \$12,000 for advertising. A motion was made to approve \$10,000 for the Donaldsonville Annual Event Marketing/Advertising campaign to be paid as reimbursement upon receiving required documentation and the execution of the Cooperative Endeavor Agreement. All work must include the APTC logo or name.

**Motion** by Mike Bonfanti

**Second** by Mary Skinner

**(0) NAYS**

**Motion passed**

#### **Agenda Item #6 Approval of Regular Board Meeting Minutes**

The minutes from the Regular Board Meeting on October 10, 2023 were reviewed by the Board and a motion was made to approve the minutes.

**Motion** by Mike Bonfanti

**Second** by Angela Lafleur

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**(0) NAYS**

**Motion passed**

**Agenda Item #7 Approval of Bylaw Change**

The Executive Director received information from the Louisiana Legislative Auditor's office on Open Meeting Law changes. Attorney Michael Calabro reviewed and revised language in the Bylaws to accommodate this change. A motion was made to approve the Bylaw change in Article VII – Meetings, Section 1 Regular Scheduled Meetings.

**Motion** by Mike Bonfanti

**Second** by Liz Laurent

**(0) NAYS**

**Motion passed**

**Agenda Item #8 Treasurer's Report**

The Treasurer reviewed the current 2023 Financial Statements including the Profit & Loss, Budget vs. Actual and Balance Sheet with the Board. The Treasurer also reported that the last CD that was expiring in October was renewed at a rate of 5.6% for 12 months. A motion was made to approve the financial reports.

**Motion** by Gasper Chifici

**Second** by Mary Skinner

**(0) NAYS**

**Motion passed**

**Agenda Item #9 Approve & Adopt 2023 Amended & 2024 Budget**

The Finance Chairman reviewed the 2023 amended budget and 2024 proposed budget as provided. After being advertised and no one attending to contest the budget, a motion was made to approve the 2023 Amended and 2024 budgets.

**Motion** by Angela Lafleur

**Second** by Richard Zeringue

**(0) NAYS**

**Motion passed**

**Agenda Item #10 Election of 2024 Officers**

Nominations and an election were held for 2024 Chairman, Vice Chairman and Secretary/Treasurer. A motion was made to approve the election of 2024 Officers as follows: Al Schof for Chairman, Gasper Chifici for Vice Chairman and Mike Bonfanti for Secretary/Treasurer.

**Motion** by Gasper Chifici

**Second** by Liz Laurent

**(0) NAYS**

**Motion passed**

**Agenda Item #11 Board Chairman Comments**

The Chairman reviewed the upcoming dates, discussed 2024 meeting dates and reminded those who still need to complete Ethics and Sexual Harassment Training.

**Agenda Item # 10 Executive Director's Report**

The Executive Director submitted a monthly report to the Board.



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**Adjourn:**

**Motion** by Mike Bonfanti

**Second** by Angela Lafleur

**(0) NAYS**

**Motion passed**

Al Schof, Chairman

Date 12/12/23

Michael Bonfanti, Secretary/Treasurer

Date 12/12/23