



**REGULAR BOARD MEETING of the
Ascension Parish Tourism Commission at
6967 Highway 22, Sorrento, LA 70778
Tuesday, January 9, 2024 2:00 PM**

AGENDA

1. Call to Order/Pledge/Prayer/Roll Call
2. Public Comment Sign-In Period
3. Approval of Agenda
4. Compass Media Presentation
5. Rotary District 6200 Conference Sponsorship
6. Advertising-Marketing Grant Application (Bulls, Bands & Barrels)
7. Approval of Regular Board Meeting Minutes
8. Approval of Treasurer's Report
9. Maturing CD
10. Committee Appointments
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
January 9, 2024**

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

Meeting called to order by Chairman, Al Schof

Present: Michael Bonfanti, Al Schof, Gasper Chifici, Mary Skinner, Liz Laurent & Angela Lafleur

Also Present: Tracy Browning, Michael Calabro, Traci Adams (Rotary), Elise Ankerson (Compass Media) and Hunter Price (Bulls, Bands & Barrels) via phone

Absent: Richard Zeringue

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 Angela Lafleur

(0) NAYS

Motion passed

Agenda Item #4 Compass Media Presentation (Elise Ankerson)

Elise Ankerson reviewed a power point presentation from Compass Media of an overview of 2023. The campaign for 2023 overview showed 2.6 million impressions, 80,000 clicks, 8505 conversions and a CTR of 3.10%. Compass Media also does google search, ads and top keywords as well as google display ads. YouTube showed 177,000 video views, 291,000 impressions and 60% video view rate. They also do Facebook and Instagram ads with over 1.2 million impressions, 24,000 link clicks and 2.05% CTR.

Agenda Item #5 Rotary District 6200 Conference Sponsorship

Traci Adams, Conference Chair talked about the event being held in Gonzales and the sponsorship packages. They are expecting 250-300 attendees from around Louisiana to attend. After discussion, a motion was made to approve the Silver Sponsorship for \$1500 but would like \$500 of the sponsorship to be donated in bags with goodies and the \$1000 in the form of a check. The Board also requested a table to be setup for APTC by the check in area to hand out bags and give information on Thursday, April 18th at Houmas House and Friday, April 19th morning at the PACE center.

Motion by Mike Bonfanti

Second by Gasper Chifici

(0) NAYS

Motion passed

Agenda Item #6 Advertising-Marketing Grant (Bulls, Bands and Barrels)

Hunter Price with the Bulls, Bands and Barrels joined by phone as he was in Alabama. He talked about the event that will be held on March 16, 2024 at Lamar Dixon Expo Center since 2018. The Board reviewed the application request of \$10,000 for advertising. A motion was made to approve \$5000 for the 2024 Bulls, Bands and Barrels event 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 Gasper Chifici

(0) NAYS

Motion passed



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Agenda Item #7 Approval of Regular Board Meeting Minutes

The minutes from the Regular Board Meeting on December 12, 2023 were reviewed by the Board and a motion was made to approve the minutes.

Motion by Mike Bonfanti

Second by Gasper Chifici

(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. A motion was made to approve the financial reports.

Motion by Mary Skinner

Second by Angela Lafleur

(0) NAYS

Motion passed

Agenda Item #9 Maturing CD

A motion was made to approve the Treasurer renewing the CD at Neighbors Federal Credit Union at 5.6%

Motion by Gasper Chifici

Second by Mary Skinner

(0) NAYS

Motion passed

Agenda Item #10 Committee Appointments

The Chairman reviewed the committee appointments and everyone will continue on the same committee as in 2023.

Agenda Item #11 Board Chairman Comments

The Chairman reviewed the Bylaw section on attendance and discussed any changes the Board may want to make. The Board would like it to include two unexcused or three in a row with the definition of excused including medical emergencies, death in immediate family or unforeseen condition reviewable by the Board. They requested the Executive Director to create the appropriate language for it to be approved at the next Board meeting retroactive to January 9, 2024.

Agenda Item # 12 Executive Director's Report

The Executive Director submitted a monthly report to the Board.

Adjourn:

Motion by Mike Bonfanti

Second by Gasper Chifici

(0) NAYS

Motion passed



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Al Schof, Chairman

Michael Bonfanti, Secretary/Treasurer

Date

2/20/24

Date

2/20/24