



**REGULAR BOARD MEETING of the  
Ascension Parish Tourism Commission at  
6967 Highway 22, Sorrento, LA 70778  
Tuesday, February 20, 2024 2:00 PM**

**AGENDA**

1. Call to Order/Pledge/Prayer/Roll Call
2. Public Comment Sign-In Period
3. Approval of Agenda
4. Miles Partnership Presentation
5. Approval of Regular Board Meeting Minutes
6. Approval of Treasurer's Report
7. Board Chairman's Comments
8. 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  
February 20, 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, Theresa Overby & Vito Zuppardo with Miles Partnership

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 Michael Bonfanti

**(0) NAYS**

**Motion passed**

**Agenda Item #4 Miles Partnership Presentation**

Theresa Overby and Vito Zuppardo with Miles Partnership gave an overview presentation of the use of the Tourism Revival Funds campaign. The powerpoint showed examples of the photo shoots, social media ads, collaboration with Explore Louisiana, Louisiana's Stopover Shopover and Louisiana's Heart campaigns Display & Native, Billboards in Texas, Mobile & LA, Baseball Campaign and media.

**Agenda Item #5 Approval of Regular Board Meeting Minutes**

The minutes from the Regular Board Meeting on January 9, 2024 were reviewed by the Board and a motion was made to approve the minutes.

**Motion** by Mike Bonfanti

**Second** by Angela Lafleur

**(0) NAYS**

**Motion passed**

**Agenda Item #6 Treasurer's Report**

The Treasurer reviewed the current 2023 and 2024 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 Gasper Chifici

**Second** by Liz Laurent

**(0) NAYS**

**Motion passed**

**Agenda Item #7 Board Chairman Comments**

The Chairman reviewed upcoming dates of things for the Board to remember.

**Agenda Item # 8 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 Gasper Chifici

**(0) NAYS**

**Motion passed**

\_\_\_\_\_  
Al Schof, Chairman

Date \_\_\_\_\_

4/9/24

\_\_\_\_\_  
Michael Bonfanti, Secretary/Treasurer

Date \_\_\_\_\_

4/9/24