



**REGULAR BOARD MEETING of the  
Ascension Parish Tourism Commission at  
6967 Highway 22, Sorrento, LA 70778  
Tuesday, July 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. Advertising-Marketing Grant Application (Boucherie & Balloon Festival)
5. Approval of Regular Board Meeting Minutes
6. Approval of Treasurer's Report
7. Miles LSU Advertising Campaign Proposal
8. Board Chairman's Comments
9. 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  
July 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 Chifichi, Liz Laurent, Richard Zeringue & Angela Lafleur

Also Present: Tracy Browning, Michael Calabro, Rey Prado, Bart Himel, and Alex Nedbet (Boucherie & Balloon Festival)

Absent: Mary Skinner

**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 Mike Bonfanti

**Second** by Richard Zeringue

**(0) NAYS**

**Motion passed**

**Agenda Item #4 Advertising-Marketing Grant (Boucherie & Balloon Festival)**

Rey Prado with the Boucherie & Balloon Festival reviewed this year's festival additions with the Board. They will be adding three more balloons bringing the total to 9 and they will change their advertising. The Board reviewed the application request of \$17,500 for advertising. A motion was made to approve \$15,000 for the 2024 Boucherie & Balloon Festival event to be paid as reimbursement upon receiving the required documentation and the execution of the Cooperative Endeavor Agreement. All work must include the APTC logo or name.

**Motion** by Gasper Chifichi

**Second** by Mike Bonfanti

**(0) NAYS**

**Motion passed**

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

The minutes from the Regular Board Meeting on June 11, 2024, were reviewed by the Board and a motion was made to approve the minutes.

**Motion** by Gasper Chifichi

**Second** by Mike Bonfanti

**(0) NAYS**

**Motion passed**

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

The Treasurer reviewed the 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. Also, the CD from Essential Federal Credit Union will be transferred on July 12, 2024, to Neighbors Federal Credit Union.

**Motion** by Gasper Chifichi

**Second** by Angela LaFleur

**(0) NAYS**

**Motion passed**



Minutes of the Ascension Parish Tourism Commission  
Regular Board Meeting  
July 9, 2024

**Agenda Item #7 Miles LSU Advertising Campaign Proposal**

The Executive Director reviewed with the Board the last LSU advertising campaign and results. A motion was made to approve the Miles Contract to renew the LSU Baseball Advertising campaign for \$15,000.

**Motion** by Angela Lafleur  
**Second** by Liz Laurent  
**(0) NAYS**  
**Motion passed**

**Agenda Item #8 Board Chairman Comments**

The Chairman reviewed a few things coming up that may need Board participation.

**Agenda Item #9 Executive Director's Report**

The Executive Director submitted a monthly report to the Board.

**Adjourn:**

**Motion** by Mike Bonfanti  
**Second** by Richard Zeringue  
**(0) NAYS**  
**Motion passed**

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

Date

8/13/24

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

Date

8/13/24