



**REGULAR BOARD MEETING of the  
Ascension Parish Tourism Commission at  
6967 Highway 22, Sorrento, LA 70778  
Tuesday, October 8, 2024 2:00 PM**

**AGENDA**

1. Call to Order/Pledge/Prayer/Roll Call
2. Public Comment Sign-In Period
3. Approval of Agenda
4. Approval of Regular Board Meeting Minutes
5. Approval of Treasurer's Report
6. Maturing CD
7. Mindy Bianca PR Proposal
8. Personnel Committee Recommendations
  - Personnel Committee Minutes 9-18-24
9. Finance Committee Recommendations
  - Finance Committee Minutes 9-26-24
10. Approve 2024 Amended Budget
11. Approve 2025 Proposed Budget
12. Advertising-Marketing Grant (Southeast High School Rodeo)
13. Advertising-Marketing Grant (The Revelry Ball)
14. Board Chairman's Comments
15. 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  
October 8, 2024**

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

The meeting was called to order by Chairman, Al Schof

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

Also Present: Tracy Browning, Michael Calabro, SE High School Rodeo Richard James and The Revelry Ball, Joey Jones

Absent: None

**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 Angela Lafleur

**Second** by Mary Skinner

**(0) NAYS**

**Motion passed**

**Agenda Item #4 Approval of Regular Board Meeting Minutes**

The minutes from the Regular Board Meeting on September 10, 2024, were reviewed by the Board and a motion was made to approve the minutes.

**Motion** by Gasper Chifici

**Second** by Mike Bonfanti

**(0) NAYS**

**Motion passed**

**Agenda Item #5 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.

**Motion** by Mary Skinner

**Second** by Richard Zeringue

**(0) NAYS**

**Motion passed**

**Agenda Item #6 Maturing CD**

The Treasurer reviewed the expiration of the CD on October 11, 2024 from Essential Federal Credit Union. A motion was made to allow the Treasurer to research and move the CD if a rate higher than 5.49% is obtainable.

**Motion** by Gasper Chifici

**Second** by Angela Lafleur

**(0) NAYS**

**Motion passed**

**Agenda Item #7 Mindy Bianca PR Proposal**

The Executive Director reviewed the proposal to hire the Mindy Bianca PR Firm. The Finance Committee had already reviewed at the committee meeting and was in favor of starting work with the firm this year. A motion was made to move forward with the Mindy Bianca PR Firm beginning November 1, 2024 – December 31, 2025.



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**Motion** by Gasper Chifici  
**Second** by Mike Bonfanti  
**(0) NAYS**  
**Motion passed**

**Agenda Item #8 Personnel Committee Recommendations**

The Personnel Chairman reviewed the recommendations from the September 18<sup>th</sup> committee meeting. After discussion, a motion was made to approve the Personnel Committee recommendations as stated in the attachment.

**Motion** by Angela Lafleur  
**Second** by Mike Bonfanti  
**(0) NAYS**  
**Motion passed**

**Agenda Item #9 Finance Committee Recommendations**

**Agenda Item #10 Approve 2024 Amended Budget**

**Agenda Item #11 Approve 2025 Proposed Budget**

The Finance Chairman reviewed the recommendations from the September 26<sup>th</sup> meeting. After discussion a motion was made to approve the Finance Committee recommendations, the 2024 amended Budget and the 2025 proposed Budget as stated in the attachment with the additions as noted for the repairs to the building and personnel recommendations.

**Motion** by Angela Lafleur  
**Second** by Gasper Chifici  
**(0) NAYS**  
**Motion passed**

**Agenda Item #12 Advertising-Marketing Grant (Southeast LA High School Rodeo)**

Richard James with the Southeast Louisiana High School Rodeo along with Meredith and Abby reviewed the events that take place at the rodeo and showed where our logo appears. After discussion by the Board, a motion was made to approve \$3,000 for the 2025 Southeast LA High School Rodeo event to be held at Lamar Dixon on February 28-March 2, 2025 which will 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 Mike Bonfanti  
**Second** by Mary Skinner  
**(0) NAYS**  
**Motion passed**

**Agenda Item #13 Advertising-Marketing Grant (The Revelry Ball)**

Joey Jones with the Revelry Ball reviewed the event that will take place at the PACE Center on December 31, 2024. This is a first-time event. After discussion by the Board, a motion was made to approve \$5,000 for the 2024 The Revelry Ball 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 Richard Zeringue  
**Second** by Angela Lafleur  
**(0) NAYS**  
**Motion passed**



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**Agenda Item #14 Board Chairman Comments**

The Chairman reminder Board Members to complete training for Ethics, Sexual Harassment and Cybersecurity.

**Agenda Item #15 Executive Director's Report**

The Executive Director submitted a monthly report to the Board.

**Adjourn:**


**Motion** by Gasper Chifici

**Second** by Angela Lafleur

**(0) NAYS**

**Motion passed**

  
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Al Schof, Chairman  
Date 11/12/24

  
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Michael Bonfanti, Secretary/Treasurer  
Date 10/12/24