

ST. BERNARD TOURIST COMMISSION MEETING

June 19, 2019

The meeting was called to order at 4:31 p.m.

The meeting began with the Pledge of Allegiance.

Present from the Tourist Commission: Jenifer Heintz, Claire Henderson, Phyllis Diecidue, Gary Huettmann, Jessica Reab, and Dorothy Hills. Absent: Lena Nunez.

Present from the Office of Tourism: Katie Tommaseo, Samantha Meyer, and Faith Moran.

5. There were no public comments.

6. A motion was made by Claire Henderson, seconded by Phyllis Diecidue to approve the minutes from the May 15th meeting. Jenifer Heintz, Phyllis Diecidue, Gary Huettmann, Claire Henderson, Jessica Reab and Dorothy Hills voted yea; no nays. Motion passed.

7. Chair Jenifer Heintz gave out the budget analysis. Balance was stated at \$84,007.11. A motion was made by Phyllis Diecidue, seconded by Jessica Reab to accept the Financial Report. Jenifer Heintz, Phyllis Diecidue, Gary Huettmann, Claire Henderson, Jessica Reab and Dorothy Hills voted yea; no nays. Motion passed.

8. The Inquiry Report was passed out by Faith Moran. The Office of Tourism got over 2000 inquiries from AARP, and Faith Moran is in the process of sending those out via mail. Phyllis Diecidue suggested sending these out via email to save time and money. Jessica Reab will look into a email system to help store the email addresses and information of those interested in hearing about tourism events. Katie Tommaseo stated that the Tourist Commission will need to look at the budget for the second half of the year to determine what needs to be moved or adjusted. Katie reminded the Tourist Commission that it's almost time to start looking at the budget for 2020. Katie spoke about the Cooperative Marketing Grant that will be given out around the 4th of July. This grant will award \$20,000 from Lt. Gov. Billy Nungesser's Office, and the funds will be matched by Parish Government. Katie showed that she will be putting more money into the digital marketing than print marketing, and some advertisements will be focused in the Houston area.

9. The Bayou Terre Aux Boeufs Project Funding was tabled.

10. A motion was made by Jessica Reab, seconded by Phyllis Diecidue to sponsor St. Bernard Salutes America for \$2,500. Jenifer Heintz, Phyllis Diecidue, Gary Huettmann, Claire Henderson, Jessica Reab and Dorothy Hills voted yea; no nays. Motion passed.

11. No motion was needed to pay the sponsorship for the St. Bernard Red Fish Fishing Series since it was already in the budget. The Tourist Commission discussed the Red Fish Pageant.

The Tourist Commission needs more information on the Pageant, and what would be included with a sponsorship. Sponsoring the Red Fish Pageant is tabled.

12. A motion was made by Phyllis Diecidue, seconded by Jessica Reab to approve Billboard Media for \$5,475 for an entire year. The Billboard is on Judge Perez in front of Stage. This billboard can be used to promote all tourism and community events. Jenifer Heintz, Phyllis Diecidue, Gary Huettmann, Claire Henderson, Jessica Reab and Dorothy Hills voted yea; no nays. Motion passed.

13. Katie Tommaseo reminded everyone that those who are interested need to register for the Lt. Governor Travel Summit from August 27 – August 29 in Baton Rouge.

14. The USSSA World Series will take place at Val Riess from July 9 – July 13 with approximately 90 teams from all over the country. On July 9, Tourism will have a table set up for the parents, coaches, players to see. A motion was made by Gary Huettmann, seconded by Phyllis Diecidue to sponsor one of the fields for \$1000. Jenifer Heintz, Phyllis Diecidue, Gary Huettmann, Claire Henderson, Jessica Reab and Dorothy Hills voted yea; no nays. Motion passed.

15. Sponsoring Christmas at the Complex was tabled.

16. A motion to purchase promotional items was tabled.

17. No action was needed to pay for advertisements in the Gambit since it was already in the budget.

18. A motion was made by Phyllis Diecidue, seconded by Gary Huettmann to reimburse Faith Moran for postage and office supplies in the amount of \$63. Jenifer Heintz, Phyllis Diecidue, Gary Huettmann, Claire Henderson, Jessica Reab and Dorothy Hills voted yea; no nays. Motion passed.

19. No action was needed to purchase a suitcase since it was already in the supplies budget. The Office of Tourism and the Tourist Commission could use this suitcase for any events where a Tourism table needs to be set up to carry the supplies in more easily.

20. The next meeting of the Tourist Commission will be on Wednesday, July 17, 2019.

21. The Tourist Commission went into Executive Session at 5:42 p.m.

22. A motion was made by Gary Huettmann, seconded by Phyllis Diecidue to adjourn the meeting. Jenifer Heintz, Phyllis Diecidue, Gary Huettmann, Claire Henderson, Jessica Reab and Dorothy Hills voted yea; no nays. Motion passed. The meeting adjourned at 6:00 p.m.