

RIVER PARISHES

TOURIST COMMISSION

Agenda

February 21, 2019

10 am @ St. John Parish Council Chambers

- I. Call to Order / Roll Call
- II. Prayer and Pledge of Allegiance
- III. Public Comment

- IV. Agenda - *Action*

- V. Minutes
 - January 2019 Regular Meeting – *Action*

- VI. Financial
 - January 2019 – *Action*
 - Resolution 19-07 – Establishing a Reserve Fund – *Action*

- VII. Executive Director's Report
 - Operations
 - Ribbon Cutting – March 28, 2019
 - Resolution 19-08 – Cruise Terminal – *Action*
 - Community Engagement
 - Local FAM Tour – 2/23/19 – African American History
 - Advertising & PR – HDM
 - River Reel Video Series – Rougarou, Bonfires, Swamp
 - Film
 - St. John Center Report
 - Communications Report
 - Upcoming Press Visits
 - Sales/Business Development Report
 - Update on bookings, events, groups
 - Upcoming Schedule
 - Travel South – Feb 24-27, Myrtle Beach, SC (Buddy/Willma) Media/Sales
 - ITB – March 3-7, Berlin (Willma) Sales
 - Southeast Tourism Society – March 20-22 (Buddy) Media

- VIII. Chairman's Report
 - Next Board Meeting – March 28th

- IX. Adjourn