

RIVER PARISHES

TOURIST COMMISSION

Agenda

January 17, 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
 - December 2018 Regular Meeting – *Action*

- VI. Financial
 - December 2018 – *Action*
 - 2017/2018 Audit Presentation
 - Resolution 19-01 – Adoption of the 2017/2018 Audit – *Action*
 - Resolution 19-02 – Establishing a Reserve Fund – *Action*
 - Resolution 19-03 – LTA 2019 Membership – *Action*
 - Resolution 19-04 – LTA/LACVB Legislative Relations – *Action*

- VII. Executive Director's Report
 - Operations
 - Ribbon Cutting – delayed
 - Community Engagement
 - Resolution 19-05 – Ambassador Program - *Action*
 - Advertising & PR – HDM
 - River Reel Video Series
 - Brand
 - Film
 - St. John Center Report
 - Resolution 19-06 – Communitify Contract – Website Redesign - *Action*
 - Communications Report
 - Sales/Business Development Report
 - After Action Reports
 - Upcoming Schedule
 - International Media Marketplace – Jan 23-26, New York City (Buddy)
 - American Bus Association – Jan 25-29, Louisville (Willma)
 - Washington Mardi Gras – Jan 30th - Feb 3rd (Peggy, Michelle, Buddy, Willma, Rena)
 - CDME – February 8-11, Washington, DC (Buddy, Willma)
 - Police Jury Association – February 13-14, Lake Charles (Buddy)

- VIII. Chairman's Report
 - Next Board Meeting – February 21st

- IX. Adjourn