



**MINUTES – BOARD MEETING
DESOTO PARISH TOURIST BUREAU**
115 N. Washington Ave.
Mansfield, LA
January 12, 2021
2:30

- I. **ROLL CALL:** Roll Call was made by Director Julie Rogers. Present by teleconference; Margaret Dickerson. Present in person; Charlotte Miller, Donna Cagle, and Pam Rodgers. Not present; Mary Mac Thompson, and Shirley Payne. Staff present: Julie Rogers and Heather Gannon.
- II. **WELCOME & CALL TO ORDER, PLEDGE & PRAYER:** Vice President Charlotte Miller welcomed everyone and called the meeting to order. Charlotte Miller led everyone in the prayer and pledge.
- III. **APPROVAL OF AGENDA:** With the correction of the November/December 2021 to 2020 Minutes and Financials, Motion was made by Donna Cagle to approve the Agenda. 2nd by Pam Rodgers. Motion Passed.
- IV. **PUBLIC COMMENT PERIOD:** No guests attending.
- V. **APPROVAL OF MINUTES:** Motion was made by Pam Rodgers to approve November and December 2020 Minutes. 2nd by Donna Cagle. Motion Passed.
- VI. **APPROVAL OF FINANCIALS:** Motion was made by Donna Cagle to approve November & December 2020 Financial Reports. 2nd by Pam Rodgers. Motion Passed.
- VII. **OLD BUSINESS:**
 - a. Policies and Procedures. Motion was made by Pam Rodgers to remove the Toledo Bend Historical Background from the Policies and Procedures. 2nd by Donna Cagle. Motion Passed.
 - b. 50 Mile Trail of Treasure request. The Board spoke about the request for someone to take over the 50 Trail of Treasure. They decided to try and come up with a list of names from each town who might like to help organize it.
 - c. Election of Officers. Tabled to February meeting.
 - d. Performance Review for Director. Tabled to February meeting.
- VIII. **NEW BUSINESS:**
 - a. Tourism Study Signage text and images. Working with Rebecca Blankenbaker of the Cane River National Heritage Area, Julie Rogers presented the Board with the DeSoto Parish Wayside Signage Report. The report showcased several ideas for what could be represented on each signage/kiosk in the locations they would be located.
 - b. Renew Lease Agreement. A motion was made by Donna Cagle to approve the 2021 Lease agreement with the DeSoto Parish Chamber of Commerce. 2nd by Pam Rodgers. Motion Passed.

- c. Sign Board Resolution for LOT Grant. A motion was made by Pam Rodgers to sign the Resolution for the LOT Grant. 2nd by Donna Cagle. Motion Passed.
- d. Amend 2021 Budget to include LTA Platinum Partnership. Board agreed to renew the LTA membership with the Premium Partnership instead. Motion was made by Donna Cagle to approve Premium Partnership Membership with LTA. 2nd by Pam Rodgers. Motion Passed.

IX. **APPROVAL DIRECTOR'S REPORT:** Motion was made by Pam Rodgers to approve the oral and written Director's Report. 2nd by Donna Cagle. Motion Passed.

X. **ADJOURNMENT:** Motion was made by Donna Cagle to adjourn. 2nd by Pam Rodgers. Motion Passed.