



MINUTES – BOARD MEETING
DESOTO PARISH TOURIST BUREAU
115 N. Washington Ave.
Mansfield, LA
February 9, 2021
2:00

- I. **Call to Order:** President Margaret Dickerson called the meeting to order.
- II. **Resolution to hold meeting via teleconference.** Director Julie Rogers read aloud the resolution concerning holding the monthly board meetings teleconference due to the Covid-19 emergency declared by Governor Edwards. A motion was made by Charlotte Miller to agree to the resolution to hold meetings teleconference as a result of the Covid-19 emergency declared by Governor of Louisiana. 2nd by Donna Cagle. Motion Passed.
- III. **Roll Call:** Roll Call was made by Director Julie Rogers. Present by teleconference; Margaret Dickerson and Shirley Payne. Present in person; Charlotte Miller, Donna Cagle, and Pam Rodgers, Mary Mac Thompson and Renetta Humphries.
- IV. **Prayer & Pledge:** President Margaret Dickerson welcomed Renetta Humphries and the others present and called the meeting to order. Charlotte Miller led the prayer and pledge.
- V. **Approval of February 2021 Agenda:** Motion was made by Donna Cagle to approve the February 2021 Agenda. 2nd by Mary Mac Thompson. Motion Passed.
- VI. **Public Comment Period:** Guests attending were Ricky & Sarah Parker from DeSoto Motorsport Park. Mr. Parker spoke about some of their upcoming events; AHRMA Vintage Regionals, APCS ATV-UTVRd1, Loretta Lynn Area Qualifier, among others. He apprised the board about their help marketing one of their biggest events, Monster Energy South Center Amateur National. He stated that all 40 RV hook-ups have been rented and this race could have anywhere from 500 to 3000-4000 spectators which will boost hotel stays and the local economy.
- VII. **Approval of January 2021 Minutes:** Motion was made by Charlotte Miller to approve January 2021 Minutes. 2nd by Pam Rodgers. Motion Passed.
- VIII. **Approval of January Financials:** Motion was made by Shirley Payne to approve January 2021 Financial Reports. 2nd by Pam Rodgers. Motion Passed.
- IX. **Old Business:**
 - a. Elections of Officers. A motion was made by Charlotte Miller to approve Board Officers as; President, Margaret Dickerson, Vice-President, Charlotte Miller & Treasure, Pam Rodgers. 2nd by Pam Rodgers. Motion Passed.
 - b. Performance review for Director. Motion was made by Charlotte Miller to table for March meeting. 2nd by Pam Rodgers. Motion Passed.

- c. Logansport Christmas Festival Follow-up. Julie stated she had not received a response to her email requesting follow-up statistics from the Christmas Festival.
- d. 50 Mile Trail of Treasure request suggestions. Julie told the Board that she had spoken to Bethany May and she stated that she would be interested in helping. The Board also decided that they would try to come up with individuals for other towns.
- e. DeSoto Parish Wayside Signage Project update. Julie stated that she had received one bid for the signage. Board decided to wait on the second bid prior to making a decision.

X. New Business:

- a. DeSoto Motorsport July 4th MX Race. Board decided they would help with marketing for the race.
- b. LWCC Workman's Compensation compliance. LWCC insurance has been obtained and the Tourist Bureau is in compliance.
- c. PPP/Bond Commission for line of credit and Board Resolution. A motion was made by Pam Rodgers to make application to the State Bond Commission not to exceed \$100,000 in Revenue Notes from the Small Business Administration for the Payroll Protection Program. 2nd by Charlotte Miller. Motion Passed. A Motion was made by Charlotte Miller for a resolution of the Board of Directors of the DeSoto Parish Tourist Bureau to permitted by this action to give Executive Committee (Margaret Dickerson, Charlotte Miller and/or Pam Rodgers) and the Director Julie Rogers full authority to incur debt on behalf of the Tourist Bureau, with the Director being authorized to apply and execute any and all documents necessary to complete the PPP process. 2nd by Pam Rodgers. Motion Passed.
- d. Request to join the Jefferson Highway Association in the amount of \$35.00. A motion was made by Pam Rodgers to approve to join the Jefferson Highway Association. 2nd by Mary Mac Thompson. Motion Passed.
- e. Request to join National Scenic Byway Foundation in the amount of \$250.00. A motion was made to join the National Scenic Byway Foundation. 2nd by Mary Mac Thompson. Motion Passed.
- f. Check signature authority. A motion was made by Pam Rodgers to authorize adding Renetta Humphries to the signature cards. 2nd by Charlotte Miller. Motion Passed.

XI. Director's Report- February 2021:

- a. Occupancy Tax. 2020 Occupancy tax was down \$11,562.33 from 2019 Occupancy.
- b. Website and Facebook Stats. Numbers are up and looking good.
- c. Upcoming Events include Antique Adoption and the Battle of Pleasant Hill.
- d. Ads running. Have run several digital ads.
- e. PPP/Bond Commission. Paperwork signed and ready to be sent.
- f. Louisiana's Most Endangered Places application due March 7, 2021. Motion was made by Charlotte Miller to approve the Director's Report. 2nd by Pam Rodgers. Motion Passed.

XII. Next meeting scheduled Board meeting will be Tuesday, March 9, 2021 at 2:00pm.

XIII. Motion was made by Charlotte Miller to adjourn. 2nd by Donna Cagle. Motion Passed.