



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

- I. **Call to Order:** Vice-President Charlotte Miller called the meeting to order.
- II. **Resolution to hold meeting via teleconference.** Director Julie Rogers read aloud the resolution to hold meeting by teleconference due to COVID-19 by Governor Edwards. A motion was made Pam Rodgers to agree to the resolution to hold the meeting by teleconference. 2nd by Donna Cagle. Motion Passed.
- III. **Roll Call:** Julie Rogers called the Roll. Present in person; Donna Cagle, Renetta Humphries, Charlotte Miller, Pam Rodgers, and Mary Mac Thompson. Present by teleconference; Margaret Dickerson. Not present; Shirley Payne. Staff present; Heather Gannon and Julie Rogers.
- IV. **Prayer & Pledge:** Pam Rodgers led the prayer and pledge.
- V. **Approval of March 2021 Agenda:** Charlotte Miller asked to add to New Business, the April 10th Wine Down Weekend and Village Market. Motion was made by Pam Rodgers to approve the amended March 2021 Agenda. 2nd by Mary Mac Thompson. Motion Passed.
- VI. **Public Comment Period:** Katelyn Calhoun spoke on behalf of The Battle of Pleasant Hill. In its 41st year, the event will be April 9th-11th. Katlyn stated that the reenactment is the only one that is held on the actual battlefield where a battle was fought on, and it's the largest in the U.S. She presented the board with several marketing opportunities.
- VII. **Approval of February 2021 Minutes:** Motion was made by Renetta Humphries to approve February 2021 minutes. 2nd by Pam Rodgers. Motion passed.
- VIII. **Approval of February Financial Report:** Motion was made by Donna Cagle to approve February 2021 Financial Reports. 2nd by Pam Rodgers. Motion Passed.
- IX. **Old Business:**
 - a. Performance Review Director. Margaret Dickerson stated that all reviews were favorable and she had met in person with Julie Rogers.
 - b. 50 Mile Trail of Treasure suggestions. Mary Mac Thompson stated she had an interested volunteer. Board is still working to find volunteers from each area.
 - c. DeSoto Parish Wayside Signage Project bids. Julie presented the board with the two bids received. Board will continue discussion at a later date.
 - d. RV Parks. Board will consider discussion regarding long-term use at a later date, with possible collaboration with Sabine Parish.
 - e. Proposed partnership. Board will consider ongoing discussion at a later date.

- f. PPP Update. The Board received approval for PPP reimbursement for salaries and rent.

X. New Business:

- a. Battle of Pleasant Hill marketing. Motion was made by Donna Cagle to approve radio advertising and Smart Bug Radio rental. 2nd by Mary Mac Thompson. Motion Passed.
- b. Financial Disclosures due by May 15, 2021. Julie reminded Board to complete by due date.
- c. Junior Livestock Show July 23-24, 2021. Administrative Assistant Heather Gannon stated that she had spoken to Mike Jeter who is trying to get the livestock show back to DeSoto Parish July 23-24. Pigs, lamb and goats will be shown by kids and adults, with possibly 200-300 kids and 100 adults entering. Best-of-show awards will be given daily.
- d. Geofence proposal for Facebook/Instagram from Gilliam Hanes. Motion was made Pam Rodgers to allow a retargeting campaign for Facebook/Instagram up to \$1,000 for three months. 2nd by Mary Mac Thompson. Motion Passed.
- e. Wine Down Weekend. Wine Down will be April 10th in Grand Cane. Ed and Tracy Jordan of Kickapoo Twist Winery, Rhonda Meeks with Village Cuisine, and other Grand Cane merchants will have wine samples in various stores along Mainstreet. Grand Cane Village Market will be April 17th. The Board agreed to provide up to \$100 for flyers and posters for the two Grand Cane events.

XI. Director's Report- March 2021:

Julie Rogers stated that she had made nominations for the Louisiana Trust for Historic Preservation awards; the Sunshine Grant and CMP ads were running; the Bond Commission approved the PPP; Occupancy Tax chart was updated; and several spring/summer events were upcoming. The Board agreed to a Sports Marketing ad split between DeSoto, Sabine, and Vernon Parishes in the amount of \$1500.00 total. Motion was made by Mary Mac Thompson for the sports ad, with a 2nd by Pam Rodgers. Motion passed. Motion was made by Donna Cagle to approve March 2021 Director's Report. 2nd by Pam Rodgers. Motion Passed.

XII. Next meeting scheduled Board meeting will be Tuesday, April 13, 2021 at 2:00 pm.

XIII. Motion was made by Pam Rodgers to adjourn. 2nd by Mary Mac Thompson. Motion Passed