



MINUTES – BOARD MEETING
DESOTO PARISH TOURISM COMMISSION
115 N. Washington Ave.
Mansfield, LA
March 15, 2022
2:00

I. **Call to Order:** President Margaret Dickerson called the meeting to order.

Roll Call: Roll call was made by Heather Gannon, Administrative Assistant. Present were: Donna Cagle, Margaret Dickerson, Pam Rodgers, John Russell, Mary Mac Thompson, and Renetta Humphries. Shirley Payne was absent.

Prayer & Pledge: Margaret Dickerson led the pledge and prayer.

II. **Approval of March 2022 Agenda:** Motion to approve the March 2022 Agenda was made by John Russell. 2nd by Donna Cagle. Motion passed.

Public Comment Period: Guests attending, Jackie McKinney with 2022 Balloons Over DeSoto Fest. This year's event will be June 26th from 4:00pm-10:00pm. Ms. McKinney asked for any and all help that the board would be able to do. She stated that the event is always well attended and helps bring guests for overnight stays.

III. **Approval of February 2022 Minutes:** Motion to approve the February 2022 Minutes was made by Donna Cagle. 2nd by Renetta Humphries. Motion passed.

IV. **Approval of February 2022 Financials:** Motion to approve February 2022 Financial Report was made by John Russell. 2nd by Mary Mac Thompson. Motion passed.

V. **Old Business:**

- a. Louisiana Tourism Revival Funds. Julie presented the board a breakdown of funds that have been spent so far.

VI. **New Business:**

- a. Billboard. Julie spoke to the board about the possibility of renting a billboard off of I-49.
- b. Mansfield State Historic Site. The board spoke about ways to help with promoting the Historic Site by possibly doing an updated video along with social media ads.
- c. Balloons over DeSoto marketing request. Motion was made by Renetta Humphries to approve marketing request for Balloons over DeSoto. 2nd by Donna Cagle. Motion passed.
- d. River City Fest marketing request. Motion was made by Donna Cagle to approve marketing request for River City Fest. 2nd by Mary Mac Thompson. Motion passed.

- e. Logansport Eggs-travaganza request. Motion was made by Pam Rodgers to approve the request for posters & flyers for Logansport Eggs-travaganza. 2nd Renetta Humphries. Motion passed.

Director's Report- March 2022: Motion was made by Pam Rodgers to approve entering into a 6-month contract with Patrick Dennis and Bayou Outdoors 365 to promote DeSoto Parish. 2nd by Mary Mac Thompson. Motion passed. Motion was made by Donna Cagle to approve the March 2022 Director's Report. 2nd by Renetta Humphries. Motion passed

- VII. Motion was made by Pam Rodgers to adjourn. 2nd by Renetta Humphries. Motion passed.
- VIII. Next Board meeting will be Tuesday, April 19, 2022 at 2:00pm. (Note that this is the 3rd Tuesday due to Director's schedule.)