



MINUTES – BOARD MEETING
DESOTO PARISH TOURIST BUREAU
115 N. Washington Street
Mansfield, LA
JUNE 11, 2019
2:00 – 3:45 PM

- I. **WELCOME & CALL TO ORDER, PLEDGE & PRAYER:** President, Margaret Dickerson, pledge, and Charlotte Miller, prayer.
- II. **BOARD MEMBERS:** Margaret Dickerson, Mary Mac Thompson, Donna Cagle, Charlotte Miller, Pam Rodgers, and Shirley Payne. Jean Williams absent.
- III. **GUESTS ATTENDING:** Linda Curtis-Sparks, Wanda Rivers.
- IV. **APPROVAL OF AGENDA:** Charlotte Miller made a motion to approve; 2nd by Shirley Payne. Motion passed.
- V. **PUBLIC COMMENT PERIOD:** No visitors present.
- VI. **APPROVAL OF MINUTES** – May 2019 – Motion to approve Minutes made by Mary Mac Thompson; 2nd by Pam Rodgers. Motion passed.
- VII. **APPROVAL OF FINANCIALS** – May 2019 – Motion to approve Financials made by Charlotte Miller; 2nd by Pam Rodgers. Motion passed.
- VIII. **OLD BUSINESS:**
 1. State Enterprise Funds update
Motion to approve Cooperative Endeavor agreements between DeSoto Parish Tourist Bureau with DeSoto Parish Chamber of Commerce and Logansport Chamber of Commerce was made by Charlotte Miller and 2nd by Donna Cagle. Motion passed.
- IX. **NEW BUSINESS:**
 1. Location of lunker fish will be at the intersection of Hwy 191 and Hwy 84 on SRA property.
 2. Regarding the Clista Calhoun Center Tourism Marketing Grant, a motion was made to approve the Cooperative Endeavor Agreement to fund jointly with the DeSoto Parish Chamber of Commerce and the City of Mansfield. Motion was made by Charlotte Miller; 2nd by Pam Rodgers. Motion carried.
 3. The Tourism Marketing Grant application will be voted on at the next Board meeting.

X. Director's Report

Director Julie Rogers spoke about the legislature and marketing for the festivals including River City Fest, Juneteenth, Rickey Warren Memorial Fireworks Show, and Balloons Over DeSoto. Website updates with Google Analytics showed tremendous increases across the board.

Linda Curtis-Sparks discussed the Policies and Procedures manual that will be presented to the Board in the future. She also shared a No Man's Land elements chart and a video of the Sabine River. A motion to approve the Director's Report was made by Charlotte Miller; 2nd by Pam Rodgers.

There being no further business, the meeting was adjourned.