



**MINUTES – BOARD MEETING
DESOTO PARISH TOURIST BUREAU**
115 N. Washington Ave.
Mansfield, LA
November 12, 2019
2:00

Board Members:

Present:

Donna Cagle
Margaret Dickerson
Charlotte Miller
Shirly Payne
Pam Rodgers
Jean Williams

Not Present:

Public Present:

Staff Present:

Julie Rogers
Heather Gannon
Linda Curtis-Sparks*
(via phone)
Wanda Rivers

- I. **WELCOME & CALL TO ORDER, PLEDGE & PRAYER:** Welcome and called to order by President, Margaret Dickerson; Jean Williams lead the pledge & prayer.
- II. **APPROVAL OF AGENDA:** Charlotte Miller made a motion to approve the agenda; 2nd by Donna Cagle. Motion passed.
- III. **PUBLIC COMMENT PERIOD:** No public comments.
- IV. **APPROVAL OF MINUTES** – October 2019 – Motion was made by Mary Mac Thompson to approve Minutes with corrections to change check singers to check signers; 2nd by Charlotte Miller. Motion passed.
- V. **APPROVAL OF FINANCIALS** – September 2019 – Motion to approve Financials made by Charlotte Miller; 2nd by Mary Mac Thompson. Motion passed.
- VI. **Old BUSINESS:**
 1. Policy and Procedures-A motion was made by Shirley Payne to approve the Policy & Procedures. 2nd by Pam Rodgers. Motion passed.
 2. Krewe of Aquarius invoices-A motion was made by Charlotte Miller to pay the \$275.00 advertisement/marketing for posters upon receipt of non-profit status. 2nd by Donna Cagle. Motion passed.
- VII. **NEW BUSINESS:**
 1. Destination Next/R. Young Strategies Study. Destination Next is a strategic planning for destination management. All CVB's in the state are being encouraged to participate. It will help the Tourist Bureau to more efficiently market the Parish. Linda Curtis-Sparks (via phone) spoke of the need for additional coaching for the executive director to implement the upcoming DeSoto Tourism 180 study results, along with the Destination Next strategic

- plan. A motion was made by Mary Mac Thompson to go into contract with Destination Next/R. Young and Professional Services and Education for coaching to promote DeSoto Parish. 2nd by Shirley Payne. Motion passed.
2. Motion was made by Charlotte Miller to approve the amended budget for 2019. 2nd by Pam Rodgers. Motion passed.
 3. Motion was made by Shirley Payne to approve the 2020 budget. 2nd by Mary Mac Thompson. Motion passed.
 4. Motion was made by Charlotte Miller to accept the officers to remain in their current position. 2nd by Shirley Payne. Motion passed.
 5. Motion was made by Charlotte Miller to appoint the Mansfield Enterprise as the official journal. 2nd by Pam Rodgers. Motion passed.
 6. A motion was made by Charlotte Miller to go into a Cooperative Endeavor Agreement (CEA) with Town of Logansport to help with the walking path, bridge, and nature signage. Bids were received by the Town of Logansport and the Tourist Bureau will match up to \$5000. 2nd by Donna Cagle. Motion passed.

VIII. Director's Report:

1. Julie Rogers updated on the public meeting with Darienne Mobley and said it was well attended with good participation from the attendees. All festivals were well attended with the Antique Adoption doing well on the 50 Mile Trail of Treasures day. She spoke about the meeting with the Town of Logansport and fishing guides. The Tourist Bureau will be updating the website to include more information about fishing opportunities on the River. The board was reminded that the next board meeting will be Tuesday, January 14, 2020. Darienne Mobley will address the DeSoto Parish Chamber of Commerce on Tuesday, January 21, 2020.
 - a. A motion was made by Charlotte Miller to approve the director's report. 2nd by Pam Rodgers. Motion Passed.

There being no further business, the meeting was adjourned.