



MINUTES – BOARD MEETING
DESOTO PARISH TOURISM COMMISSION
115 N. Washington Ave.
Mansfield, LA
September 18, 2026
2:00

- I. **Call to Order:** Meeting called to order by Vice President, John Russell.
- II. **Roll Call:** Present were, Pam Rodgers, Donna Cagle, John Russell, Ron Jackson and Shirley Payne and James Walker. Not Present: Margaret Dickerson.
- III. **Prayer & Pledge:** James Walker led the pledge and prayer.
- IV. **Approval of September 2026 Agenda:** Motion by Pam Rodgers to approve amended September 2026 agenda. 2nd Ron Jackson. Motion Passed.
- V. **Public Comment Period:** Guest comments. Cynthia Hendrickson with Logansport Christmas Festival spoke to the board about funding to replace lights along the water tower. She also stated that the Grand Marshall for this year's parade will be Todd Eppler with DeSoto Regional Hospital.
- VI. **Approval of August 2026 Minutes:** Motion by Shirley Payne to approve August minutes. 2nd by Donna Cagle. Motion Passed.
- VII. **Approval of August 2026 Financials:** Reviewed budget-to-actual comparisons. Motion by Pam Rodgers to approve August 2026 Financial Report. 2nd by James Walker. Motion Passed.
- VIII. **Old Business:**
No Old Business.
- IX. **New Business:**
 - a. Bank Account. Tori stated to the board that she would like to go back to printing checks for all local billing and not use online bill pay. She spoke that it was sometimes taking up to two weeks or longer for some to get their checks and thought this way hopefully they could get payment sooner. Tori also told the board that all bills will be looked over and approved once a week for payment is made.
 - b. Fair and Festival Funding. Tori presented the board with a new way she would like to start funding all fair and festivals. All products will go through Tori for approval.
 - c. Logo marketing campaign. Tori said she would like to do a new logo launch early next year that will start her year long rebranding campaign.
 - d. Halloween on the Courthouse Square. The Tourism Commission will hold a Halloween on the Courthouse Square for all local businesses that would like to participate on Friday, October 30th 4:30pm-6:30pm.
 - e. Finance Committee. Motion by Pam Rodgers to approve forming a finance committee to start meeting an hour before each monthly meeting. 2nd by Ron Jackson. Motion Passed.
 - f. Back Alley. Motion by James Walker to approve buying six seasons passed from Back Alley to be used a door prize throughout the year. 2nd by Ron Jackson. Motion Passes.

- g. Sandbass Shootout. Motion by Pam Rodgers to approve the DeSoto Parish Tourism Commission to become the sponsor for the Sandbass Shootout. 2nd by Shirley Payne. Motion Passed.
- h. Logansport Christmas Festivals. Motion by James Walker to approve funding for the Logansport Christmas Festival. 2nd by Ron Jackson. Motion Passed.
- i. Ethics Board/Furniture. Tori updated the board on the letter sent to the Ethics Board on helping pay for remodeling of Chamber building. She stated that they didn't really say yes or no on helping but feels that helping buy new furniture for the front office. Motion by Shirley Payne to approve buying new furniture for the office. 2nd by Donna Cagle. Motion Passed.

X. Director's Report- May/June (vote)

- a. Occupancy Report
- b. Upcoming events and meetings.

Motion by James Walker to approve Director's Report. 2nd by Ron Jackson. Motion Passed.

XI. Next regularly scheduled Board meeting will be Tuesday, October 13, 2026, at 2:00pm

XII. Motion by Pam Rodgers to adjourn. 2nd by James Walker. Motion Passed. Meeting adjourned.

XIII. Motion by James Walker to move into an Executive Session. 2nd by Shirley Payne. Motion Passed.