

Pointe Coupee Parish Office of Tourism
500 W. Main St., Suite 104, New Roads, LA 70760
Board Meeting
August 11, 2021, 6 PM

AGENDA

- I. Call the meeting to Order: Lisa Robillard, President
- II. Roll Call: Declare a Quorum
- III. Inspirational Word: Need Volunteer
- IV. Approval of Minutes: Board Minutes June 23, 2021

- V. Secretary-Treasurer Report
 - A. Review the Financial Statement
 - D. Hotel Motel Taxes & Other Deposits

- VI. Director's Report: Carlyn Morales
 - A. Marketing/Advertising
 - 1. Cooperative Marketing Program (CMP) – Resolution to name change
 - 2. Louisiana Life Magazine – Sept/Oct Issue
 - 3. Gumbo Group Website – Update Home Page, PC Itinerary, Major Events, Local Recipe
 - 4. Travel Leads Guides – Outstanding Invoice
 - 5. Country Roads – Outstanding Invoice

- VII. SPECIAL PROJECTS & EVENTS / FILM COMMISSION
 - A. Pond Hopper Event – Fordoche, LA - Pick date
 - B. Updated Calendar of Events

- VIII. Unfinished Business
 - A. Billboard
 - B. Lt. Governor's Summit in New Orleans, August 24 - 26
 - 1. Carlyn & Paula – Registration (\$650) & Room (\$350)
 - C. Destination Downtown – Starkville, MS – Sept 15 – 17, 2021
 - 1. Carlyn, Paula, Betty – Registration (free because of scholarship)

- IX. New Business

- X. Public Comments
- XI. Announcements
- XII. Other Business
 - A. Set date for next meeting – **WEDNESDAY, September 15, 2021**

- XIII. Adjournment