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JAY DARDENNE
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF TOURISM

CHARLES R. DAVIS
DEPUTY SECRETARY

KYLE EDMISTON
ASSISTANT SECRETARY

LOUISIANA TOURISM PROMOTION DISTRICT

Meeting

Monday, September 23, 2013

11:00 AM – 12:30 PM

Capitol Annex Building

1051 N. Third Street

5th Floor Conference Room

Baton Rouge, LA 70802

In Attendance:

LTPD

Harrison Smith, LA Hotel/Motel Asso.

Toni Rice, Other Organizations

Marion Fox, LTPA

Chairman Harrison Smith of the LTPD called the meeting to order at 11:15 am.

A quorum was present and a motion was made by Marion Fox and seconded by Toni Rice to accept and approve the minutes of the previous meeting. All approved and minutes were accepted.

Kyle Edmiston- Assistant Secretary

Kyle thanked everyone for attending. He asked everyone to refer to their packets for the print out of the FY14-15 budget. He explained the concerns of the Office of Tourism and the Lt. Governor regarding the pass throughs in our budget. The proposal this year is to not propose to zero out all the pass throughs. We are proposing to zero out two of them and then reduce several of them to more manageable numbers. The pass throughs would be reduced by 1.3 M still leaving us with 1.962M in pass throughs. It's a change in tactic and we are not sure if it will work or not, but we are hoping it's worth the effort than what we have tried in the past.

Lt. Governor Jay Dardenne

Thanked everyone for attending. He expressed his concern and hopes to shave down the pass throughs in the budget so that we can spend more of our budget on out of state marketing and advertising. He stressed that as an industry we all need to join in and work together in getting our message across to the legislators so that it's not just coming from the Lt. Governor and this office. The message we want to get through to our legislators is that we can make money if they allow us to use our funds for advertising and marketing our state.

Marion Fox mentioned an idea that she had of putting an article in one of the magazines that all of the legislators receive to get their attention of how important tourism and tourism out of state advertising is to the state.

There was a discussion on how to approach the legislators to not take the pass throughs out of the CRT Tourism budget. The Lt. Governor stressed that the pass through events should be taken out of the general fund and not the tourism budget.

Nancy Watkins – LA Office of Tourism Budget Analyst

The only other things asked for in this budget are inflation for all three programs and merit increases. In administration, we have asked for maintenance for computers and software updates. The Division of Administration has cut our major repair money to \$218,000.00 in our Welcome Center programs. We are asking that DOA restore the funds to \$200,000.00. In our marketing and advertising we are requesting that DOA take the money spent on pass throughs and apply it toward advertising and marketing.

The last Revenue Estimating Conference met in May for FY 2015 and they put our budget at 23.5 M which is the amount of money we are requesting in this budget. This can be adjusted up or down the next time the REC meets in either November or December of this year.

Marion Fox made a motion to accept the FY 14-15 budget as is with the \$200,000.00 reduction in Jefferson Parish pass through and the motion was seconded by Toni Rice. All approved and the budget passed.

Kyle Edmiston – Other Business

The LTPD will not have a meeting at the next summit in August due to the meeting being so close to the September meeting regarding the approval of the budget.

Kyle showed the members of the commission the new license plates that will be available with our url on the plates www.louisianatravel.com.

A motion to adjourn the meeting was made by Toni Rice and seconded by Marion Fox. The meeting was adjourned at 11:55 am.