



BILLY NUNGESSER  
LIEUTENANT GOVERNOR

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

RICHARD H. HARTLEY  
DEPUTY SECRETARY

DOUG BOURGEOIS  
ASSISTANT SECRETARY

**MEETING MINUTES**

**Louisiana Tourism Promotion District and Louisiana Tourism Development Commission  
Joint Commission Meetings**

August 27, 2019  
Crowne Plaza Hotel  
Baton Rouge, LA

**In Attendance:**

**LTPD**

Ralph Ney  
Marion Fox  
Denise Thevenot  
Mark Romig

**LTDC**

Lt. Governor Billy Nungesser	Janice Delerno	Gregory Reggio
Alana Cooper	Brandy Evans	Carla Tate
Allison Clark	Mark Bernard	Paul Arrigo
Ben Berthelot	William Langkopp	Maurice LeBlanc
Alice Scarborough	Linda Curtis-Sparks	

Louisiana Tourism Development Commission (LTDC) Chairperson Alana Cooper called the meeting to order at 3:15 pm.

Roll call was made for the Louisiana Tourism Promotion District (LTPD). A quorum was present and a motion was made by Mark Romig and seconded by Denise Thevenot to accept the approval of minutes of the previous meeting, held on October 23, 2018. Motion passed unanimously and the minutes were accepted.

Roll call was made for the Louisiana Tourism Development Commission (LTDC). A quorum was present and a motion was made by Linda Curtis Sparks and seconded by Mark Bernard to accept the approval of minutes of the previous meeting, held on August 21, 2018. Motion passed unanimously and the minutes were accepted.

Chairperson Alana Cooper opened the floor for public comments. There being no public comments, the floor was closed.

Assistant Secretary Doug Bourgeois gave an account of the accomplishments of the Office of Tourism, as well as individual achievements of his staff. He showed the commissions a video describing key elements of sales and marketing endeavors. He discussed opportunities to expand programs and partnerships during FY19-20. During the past three years, Assistant Secretary Bourgeois said that the Office of Tourism has invested \$2 million in Competitive Grant Agreements (CPG), and over \$10 million in Cooperative Marketing Programs (CMP). He announced that the Vinton Welcome Center is open and operational, and that the Slidell Welcome Center will serve as a state-of-the art pilot to include a digital kiosk for travelers to plan trips and build itineraries.

LeAnne Weill presented a commercial, "*Today You're in Louisiana.*" She discussed the state's Mardi Gras campaign that targeted Mardi Gras events in all 64 parishes. She also discussed the results of the Pearson International Airport promotion which showed an increase in flights, hotel bookings, and revenue.

Deputy Assistant Secretary Jeff Harlan presented an overview of the Office of Tourism (LOT) annual budget, announcing that LOT's FY20 budget was ratified and LOT received the funding amount requested. Inter-agency transfers for FY20 were down, equaling roughly 1 million dollars that can be redirected to LOT initiatives. The annual budgeting process for fiscal year 2021 will begin in 2 to 3 weeks.

Lt. Governor Billy Nungesser addressed the joint group. Included in his remarks he said that tourism funds should not be spent on events that make a huge profit, such as Essence Festival and Bayou Country Music Fest. He would prefer to provide support to help events in Louisiana get on their feet. He discussed plans to work with the Office of Tourism to establish a grant program to help rural communities, social media, and byways video efforts.

The Louisiana Legislature gave the Lt. Governor authority over the museum board. He will reverse this through legislation. He also commented that he believes the museum board should hire its own director. By the end of the year, a museum study should be completed, and it may recommend a new museum system structure, and a board in New Orleans, a board in Baton Rouge, and a board in North Louisiana. He will consider a marketing plan to set up museum promotion.

Lynne Coxwell presented the list of Louisiana Historical Markers.

Alana Cooper made a motion to accept all of the applications submitted for Louisiana Historical Markers, and Ben Berthelot seconded. The vote carried unanimously, and the historical marker list was accepted.

There being no other business, Bill Langkopp made a motion to adjourn, seconded by Marion Fox. The meeting adjourned at 4:03 pm.