

**Louisiana Tourism Promotion District
October 23, 2018
Louisiana State Library
Baton Rouge, LA 70802**

Meeting Minutes

Present: Marion Fox, Randy Barrios, Denise Thevenot. A quorum was present and the meeting was called to order at 2:15 pm.

Motion by Marion Fox was made, seconded by Randy Barrios to approve the minutes from the last meeting. Motion carried unanimously.

Lieutenant Governor Billy Nungesser thanked everyone for attending the meeting and thanked them for their service to the commission and to the tourism industry.

Assistant Secretary of the Louisiana Office of Tourism Doug Bourgeois presented a power point presentation outlining the marketing strategies developed for the "Feed Your Soul" campaign and reviewed some of the outcomes of the sales and marketing programs during FY 2018.

Leanne Weill discussed the FY 18-19 advertising plan, including the rebranding of Destination Louisiana to Louisiana Staycation.

Deputy Assistant Secretary Jeff Harlan discussed the tourism budget and the budget adjustment request of \$3 million.

Motion by Denise Thevenot was made, seconded by Marion Fox, to approve the FY 18-19 Budget Adjustment Request. Motion carried unanimously.

Motion by Randy Barrios was made, seconded by Marion Fox to approve the FY 18-19 budget request. Motion carried unanimously.

Being no further business, motion by Denise Thevenot was made, seconded by Marion Fox, to adjourn. Motion carried unanimously. The meeting adjourned at 3:17 pm.