

**NATCHITOCHEES PARISH TOURIST COMMISSION  
MONTHLY COMMISSION MEETING  
Natchitoches Arts Center – 720 Second Street  
Tuesday February 17, 2009  
5:15 PM  
NO QUORUM – MEETING CANCELED**

Jay Sharplin: Call to Order

Ms. Harper: Roll Call

Jay Sharplin: Introduction & Welcome Guests

Robert DeBlieux: CRNHA Visitor Center at Derry

Mission Statement: *The mission of the Natchitoches Area Convention & Visitors Bureau is to provide leadership in initiating and coordinating the worldwide marketing of Natchitoches Parish as a highly desirable vacation and meeting destination; to solicit and service meeting and other group-related business; and to engage in visitor promotions which generate overnight stays in Natchitoches Parish, thereby enhancing and developing the economic fabric of the community.*

Comments from Guests/Visitors:

Jay Sharplin: \*Minutes from January 28, 2009 Meeting  
Discussion/Approval

Ms. Harper: \*Financial Report as of January 31, 2009  
Discussion/Approval

Ms. Harper: Director's Report

Jay Sharplin: Unfinished Business

Jay Sharplin: New Business

Commissioners: Comments/Other Business

Next Meeting Date: Tuesday March 17, 2009  
Natchitoches Arts Center  
5:15 PM

Adjourn to Open Forum

\*Voting Issues

**NATCHITOCHE PARISH TOURIST COMMISSION  
GENERAL LEDGER AS OF FEBRUARY 28, 2009**

	A	B	C	D	E
<b>CURRENT ASSETS</b>					
1 Exchange Bank Checking #9303009920			\$23,950.43		
2 A. G. Edwards MMA			\$16,497.51		
3 A. G. Edwards Certificates of Deposit - Various Dates			\$65,000.00		
<b>3 TOTAL CURRENT ASSETS</b>				<b>\$105,447.94</b>	
<b>4 ACCOUNTS RECEIVABLE</b>					
Various Advertising - Country Roads Magazine					
Louisiana Office of Tourism	\$6,819.43				
<b>5 TOTAL A/R-CURRENT ASSETS</b>	<b>\$6,819.43</b>			<b>\$112,267.37</b>	
	<b>BUDGET</b>	<b>AS OF</b>	<b>RECEIPTS</b>	<b>YTD</b>	<b>BALANCE</b>
<b>RECEIPTS/INCOME</b>		<b>1/31/2009</b>	<b>02/28/09</b>		
6 Hotel/Motel Occupancy Tax	\$310,000.00	\$37,063.85	\$24,372.15	\$61,436.00	\$248,564.00
7 House Bill 24 Funds	\$80,000.00	\$0.00	\$27,301.50	\$27,301.50	\$52,698.50
8 Roll over Funds Ck/MMA-Balance as of 12/31/2008	\$80,000.00	\$0.00	\$0.00	\$0.00	\$80,000.00
9 Interest	\$2,500.00	\$31.89	\$0.00	\$31.89	\$2,468.11
10 Reimbursements	\$7,500.00	\$580.00	\$1,518.07	\$2,098.07	\$5,401.93
11 Grant Funds	\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00
<b>TOTAL</b>	<b>\$485,000.00</b>	<b>\$37,675.74</b>	<b>\$53,191.72</b>	<b>\$90,867.46</b>	<b>\$394,132.54</b>
		<b>AS OF</b>	<b>EXPENSES</b>		
<b>EXPENDITURES</b>	<b>BUDGET</b>	<b>1/31/2009</b>	<b>02/28/09</b>	<b>YTD</b>	<b>BALANCE</b>
12 Advertising/Marketing	\$226,890.00	\$10,811.59	\$16,340.94	\$27,152.53	\$199,737.47
13 Audit	\$2,350.00	\$0.00	\$0.00	\$0.00	\$2,350.00
14 Automobile Insurance	\$1,850.00	\$0.00	\$0.00	\$0.00	\$1,850.00
15 Building Repairs & Maintenance	\$2,500.00	\$20.00	\$99.66	\$119.66	\$2,380.34
16 Computer Equipment, Programs & Service	\$1,500.00	\$0.00	\$110.00	\$110.00	\$1,390.00
17 Dues & Subscriptions	\$4,000.00	\$750.00	\$295.00	\$1,045.00	\$2,955.00
18 Equipment (Maintenance/Rental)	\$8,200.00	\$659.55	\$1,256.90	\$1,916.45	\$6,283.55
19 Hospitality	\$1,500.00	\$19.14	\$88.89	\$108.03	\$1,391.97
20 Insurance (Contents & Liability)	\$1,400.00	\$0.00	\$1,039.00	\$1,039.00	\$361.00
21 Office Renovations/Decorations	\$1,500.00	\$0.00	\$0.00	\$0.00	\$1,500.00
22 Office Supplies & Printing	\$9,500.00	\$492.53	\$582.68	\$1,075.21	\$8,424.79
23 Postage/Shipping	\$8,500.00	\$230.56	\$0.00	\$230.56	\$8,269.44
24 Reserves	\$3,280.00	\$0.00	\$0.00	\$0.00	\$3,280.00
25 Security/Alarm System	\$600.00	\$126.00	\$0.00	\$126.00	\$474.00
26 Telephone	\$5,400.00	\$73.80	\$381.17	\$454.97	\$4,945.03
27 Utilities	\$3,000.00	\$243.08	\$170.45	\$413.53	\$2,586.47
28 Vehicle Repairs & Maintenance	\$1,000.00	\$0.00	\$32.42	\$32.42	\$967.58
Salaries & Benefits					
29 Iris Harper - Executive Director	\$46,690.00	\$3,890.84	\$3,890.84	\$7,781.68	\$38,908.32
30 Denise O'Bannon - Travel Counselor & Office Mgr	\$29,120.00	\$2,426.66	\$2,426.66	\$4,853.32	\$24,266.68
31 Latisha McDaniel - Public Relations & Media	\$26,250.00	\$2,187.50	\$2,187.50	\$4,375.00	\$21,875.00
32 Arlene Gould - Sales & Events	\$27,750.00	\$2,312.50	\$2,312.50	\$4,625.00	\$23,125.00
33 Part Time Employees	\$25,650.00	\$2,021.25	\$1,818.75	\$3,840.00	\$21,810.00
34 Payroll Liabilities (S/S & Medicare)	\$13,500.00	\$982.18	\$966.66	\$1,948.84	\$11,551.16
35 Insurance (Employee Health)	\$11,250.00	\$924.52	\$924.52	\$1,849.04	\$9,400.96
36 Insurance/Medical Savings Account	\$11,200.00	\$0.00	\$11,200.00	\$0.00	\$11,200.00
37 Workmans Compensation	\$1,295.00	\$0.00	\$0.00	\$0.00	\$1,295.00
38 Louisiana Unemployment Insurance	\$1,500.00	\$269.62	\$248.94	\$518.56	\$981.44
39 Employee IRA Account	\$7,825.00	\$0.00	\$324.80	\$324.80	\$7,500.20
<b>Total</b>	<b>\$485,000.00</b>	<b>\$28,441.32</b>	<b>\$46,373.48</b>	<b>\$63,939.60</b>	<b>\$421,060.40</b>
<b>39 EXPENDITURES (OVER)/UNDER RECEIPTS</b>			<b>\$6,818.24</b>	<b>\$26,927.86</b>	
Prepared by Iris Harper - March 17, 2009					

**NATCHITOCHE PARISH TOURIST COMMISSION  
ADVERTISING/MARKETING AS OF FEBRUARY 28, 2009**

	2009	AS OF	AS OF	TOTAL	BALANCE	LOT
LOCAL/NATIONAL/REGIONAL ADV	Budget	1/31/2009	2/28/2009			
Advertising Grants	\$18,250.00	\$0.00	\$435.00	\$435.00	\$17,815.00	
Billboard - (I-20 Location @ Ruston)	\$6,600.00	\$550.00	\$550.00	\$1,100.00	\$5,500.00	
Billboard - I-49 - Alligator Park	\$2,100.00	\$300.00	\$300.00	\$600.00	\$1,500.00	
Billboards - Interstate 49 - 2 locations (Ajax & Cypress)	\$9,000.00	\$750.00	\$750.00	\$1,500.00	\$7,500.00	
Louisiana B&B Directory - Inside Front Cover	\$1,700.00	\$0.00	\$0.00	\$0.00	\$1,700.00	
Louisiana Life Calendar - 18 Months 2009/2010	\$1,750.00	\$0.00	\$0.00	\$0.00	\$1,750.00	
Louisiana Life Magazine	\$7,000.00	\$1,000.00	\$0.00	\$1,000.00	\$6,000.00	
Nov/Dec - Festival of Lights Premiere & December Events	\$10,000.00	\$0.00	\$0.00	\$0.00	\$10,000.00	
NSU Publications Theatre Department/Music Department	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	
Regional Advertising (Reserves)	\$4,728.00	\$1,755.00	\$1,195.00	\$2,950.00	\$1,778.00	
Southern Lady Magazine	\$4,000.00	\$1,000.00	\$1,000.00	\$2,000.00	\$2,000.00	
Television Advertising - Spring Campaign	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00	
Weddings with Style	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	
<b>RETIREMENT ADVERTISING</b>						
Great Places To Live - 4x @ \$1,495 Each	\$5,980.00	\$1,495.00	\$0.00	\$1,495.00	\$4,485.00	
Louisiana Life "The Good Life" - Full Page	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	
LTPA - AARP - Mar/Apr & Sept/Oct	\$3,520.00	\$0.00	\$0.00	\$0.00	\$3,520.00	\$3,520.00
LTPA Travel 50 & Beyond - Special 2009 - 1/6 page	\$700.00	\$0.00	\$0.00	\$0.00	\$700.00	\$700.00
Where To Retire Magazine 2x Mar/Apr & May/Jun	\$5,834.00	\$0.00	\$2,917.00	\$2,917.00	\$2,917.00	
<b>LOT/LTPA COOPERATIVE ADV-SPECIAL PUBLICATIONS</b>						
AAA Southern Traveler	\$2,100.00	\$0.00	\$0.00	\$0.00	\$2,100.00	\$2,100.00
Bank Travel/AARP Recipe Book	\$175.00	\$0.00	\$350.00	\$350.00	(\$175.00)	\$175.00
Louisiana Attractions Directory	\$3,035.00	\$0.00	\$0.00	\$0.00	\$3,035.00	\$3,035.00
Louisiana Travel.Com	\$3,200.00	\$0.00	\$0.00	\$0.00	\$3,200.00	\$3,200.00
LTPA - Culinary Trails Promotion	\$3,750.00	\$0.00	\$0.00	\$0.00	\$3,750.00	\$3,750.00
LTPA - Louisiana Tour Guide	\$1,900.00	\$0.00	\$0.00	\$0.00	\$1,900.00	
LTPA - Vacation & Travel Shows	\$750.00	\$0.00	\$1,500.00	\$1,500.00	(\$750.00)	\$750.00
Preservations Magazine	\$1,558.00	\$0.00	\$3,115.00	\$3,115.00	(\$1,557.00)	\$1,557.00
<b>TOTAL MEDIA (PRINT/ELECTRONIC) BUY</b>	<b>\$126,630.00</b>					<b>\$18,787.00</b>
<b>LACVB/LA NORTH/LOT BUY INS</b>						
	\$3,500.00	\$0.00	\$0.00	\$0.00	\$3,500.00	
<b>GROUP TRAVEL/TRADE MARKETINGS</b>						
Group Tour Marketing/Sales/Shows	\$5,500.00	\$0.00	\$357.91	\$357.91	\$5,142.09	
<b>SPECIAL EVENT MARKETING</b>						
Festival of Lights Brochure	\$2,500.00	\$0.00	\$0.00	\$0.00	\$2,500.00	
Regional Trade/Travel Shows (2-4 Shows)	\$3,500.00	\$0.00	\$0.00	\$0.00	\$3,500.00	
USSSA Sponsorship	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	
Natchitoches Tri-Centennial	\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00	
Fishing Tournaments	\$2,600.00	\$0.00	\$0.00	\$0.00	\$2,600.00	
<b>SUPPORT PROGRAMS</b>						
El Camino Real Partnership	\$500.00	\$0.00	\$0.00	\$0.00	\$500.00	
Holiday Trail of Lights	\$3,000.00	\$0.00	\$0.00	\$0.00	\$3,000.00	
North Louisiana Coalition Partnership	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Louisiana Travel & Tourism Summit	\$1,200.00	\$0.00	\$0.00	\$0.00	\$1,200.00	
LTPA Committee Meetings/Seminars	\$500.00	\$0.00	\$0.00	\$0.00	\$500.00	
<b>INTERNET PROGRAMS</b>						
Constant Contact - E-Newsletter	\$510.00	\$510.00	\$0.00	\$510.00	\$0.00	
Website upgrade	\$3,600.00	\$300.00	\$0.00	\$300.00	\$3,300.00	
Heritage Travel.Com	\$1,600.00	\$0.00	\$1,875.00	\$1,875.00	(\$275.00)	
<b>SUPPORT MATERIALS</b>						
Billboard Production	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	
Miscellaneous Copies	\$3,500.00	\$102.28	\$198.71	\$300.99	\$3,199.01	
Natchitoches Main Brochure/Map	\$7,500.00	\$0.00	\$0.00	\$0.00	\$7,500.00	
Natchitoches Visitor's Guide - 2007	\$20,000.00	\$0.00	\$0.00	\$0.00	\$20,000.00	
Photography	\$500.00	\$0.00	\$0.00	\$0.00	\$500.00	
Print, Graphics & Video Production	\$6,900.00	\$195.00	\$411.00	\$606.00	\$6,294.00	
Promotional Items	\$4,800.00	\$624.18	\$0.00	\$624.18	\$4,175.82	
LTPA - Brochure Distribution	\$550.00	\$0.00	\$0.00	\$0.00	\$550.00	
<b>TRAVEL EXPENSES/HOSPITALITY/TRAVEL WRITERS</b>						
Hospitality- Gifts, Travel Writers, Group Planners	\$5,000.00	\$328.80	\$580.63	\$909.43	\$4,090.57	
Staff Travel Expenses	\$15,000.00	\$1,901.33	\$805.69	\$2,707.02	\$12,292.98	
<b>TOTALS</b>	<b>\$226,890.00</b>	<b>\$10,811.59</b>	<b>\$16,340.94</b>	<b>\$27,152.53</b>	<b>\$199,737.47</b>	