

**NATCHITOCHEES PARISH TOURIST COMMISSION**  
**MONTHLY COMMISSION MEETING**  
**Natchitoches Information Center – 781 Front Street**  
**Monday April 13, 2009**  
**11:30 AM**

Jay Sharplin: Call to Order

Ms. Harper: Roll Call

Jay Sharplin: Introduction & Welcome Guests

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 (No February or March Meeting)

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

Ms. Harper: \*Financial Report as of February 28, 2009  
Discussion/Approval

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

Ms. Harper: Director's Report

Jay Sharplin: Unfinished Business  
CRNHA Visitor Center at Derry

Jay Sharplin: New Business

Commissioners: Comments/Other Business

Next Meeting Date: Monday May 11, 2009  
Visitor's Center  
11:30 AM

\*Voting Issues

**NATCHITOCHE PARISH TOURIST COMMISSION  
GENERAL LEDGER AS OF APRIL 30, 2009**

	A	B	C	D	E
<b>CURRENT ASSETS</b>					
1 Exchange Bank Checking #9303009920			\$10,128.13		
2 A. G. Edwards MMA			\$16,498.65		
3 A. G. Edwards Certificates of Deposit - Various Dates			\$65,000.00		
4 Bank of Montgomery Certificate of Deposit - 12 Months					
<b>5 TOTAL CURRENT ASSETS</b>				<b>\$91,626.78</b>	
<b>6 ACCOUNTS RECEIVABLE</b>					
HDBA - Country Roads Advertising	\$1,015.00				
Sabine Parish Tourist Commission	\$302.50				
HDDC - Encore Louisiana Retirement Magazine	\$1,497.50				
Louisiana Office of Tourism	\$10,792.50				
<b>7 TOTAL A/R-CURRENT ASSETS</b>	<b>\$13,607.50</b>			<b>\$105,234.28</b>	
	<b>BUDGET</b>	<b>AS OF</b>	<b>RECEIPTS</b>	<b>YTD</b>	<b>BALANCE</b>
<b>RECEIPTS/INCOME</b>		<b>3/31/2009</b>	<b>04/30/09</b>		
8 Hotel/Motel Occupancy Tax	\$310,000.00	\$86,519.62	\$27,950.97	\$114,470.59	\$195,529.41
9 House Bill 24 Funds	\$80,000.00	\$27,301.50	\$0.00	\$27,301.50	\$52,698.50
10 Roll over Funds Ck/MMA-Balance as of 12/31/2008	\$80,000.00	\$80,000.00	\$0.00	\$80,000.00	\$0.00
11 Interest	\$2,500.00	\$33.03	\$0.13	\$33.16	\$2,466.84
12 Reimbursements	\$7,500.00	\$3,506.99	\$1,037.58	\$4,544.57	\$2,955.43
13 Grant Funds	\$5,000.00	\$0.00	\$9,997.50	\$9,997.50	(\$4,997.50)
<b>TOTAL</b>	<b>\$485,000.00</b>	<b>\$197,361.14</b>	<b>\$38,986.18</b>	<b>\$236,347.32</b>	<b>\$248,652.68</b>
	<b>BUDGET</b>	<b>AS OF</b>	<b>EXPENSES</b>	<b>YTD</b>	<b>BALANCE</b>
<b>EXPENDITURES</b>		<b>3/31/2009</b>	<b>04/30/09</b>		
14 Advertising/Marketing	\$226,890.00	\$49,063.39	\$6,951.49	\$56,014.88	\$170,875.12
15 Audit	\$2,350.00	\$0.00	\$0.00	\$0.00	\$2,350.00
16 Automobile Insurance	\$1,850.00	\$0.00	\$0.00	\$0.00	\$1,850.00
17 Building Repairs & Maintenance	\$2,500.00	\$139.66	\$20.00	\$159.66	\$2,340.34
18 Computer Equipment, Programs & Service	\$1,500.00	\$165.00	\$221.35	\$386.35	\$1,113.65
19 Dues & Subscriptions	\$4,000.00	\$1,045.00	\$274.98	\$1,319.98	\$2,680.02
20 Equipment (Maintenance/Rental)	\$8,200.00	\$2,576.00	\$556.48	\$3,132.48	\$5,067.52
21 Hospitality	\$1,500.00	\$127.20	\$162.47	\$289.67	\$1,210.33
22 Insurance (Contents & Liability)	\$1,400.00	\$1,039.00	\$0.00	\$1,039.00	\$361.00
23 Office Renovations/Decorations	\$1,500.00	\$0.00	\$0.00	\$0.00	\$1,500.00
24 Office Supplies & Printing	\$9,500.00	\$1,340.73	\$165.71	\$1,506.44	\$7,993.56
25 Postage/Shipping	\$8,500.00	\$831.03	\$1,118.37	\$1,949.40	\$6,550.60
26 Reserves	\$3,280.00	\$0.00	\$0.00	\$0.00	\$3,280.00
27 Security/Alarm System	\$600.00	\$126.00	\$126.00	\$252.00	\$348.00
28 Telephone/Internet	\$5,400.00	\$955.95	\$466.55	\$1,422.50	\$3,977.50
29 Utilities	\$3,000.00	\$561.08	\$204.47	\$765.55	\$2,234.45
30 Vehicle Repairs & Maintenance	\$1,000.00	\$32.42	\$222.64	\$255.06	\$744.94
<b>Salaries &amp; Benefits</b>					
31 Iris Harper - Executive Director	\$46,690.00	\$11,672.52	\$3,890.84	\$15,563.36	\$31,126.64
32 Denise O'Bannon - Travel Counselor & Office Mgr	\$29,120.00	\$7,279.98	\$2,426.66	\$9,706.64	\$19,413.36
33 Latisha McDaniel - Public Relations & Media	\$26,250.00	\$6,562.50	\$2,187.50	\$8,750.00	\$17,500.00
34 Arlene Gould - Sales & Events	\$27,750.00	\$6,937.50	\$2,312.50	\$9,250.00	\$18,500.00
35 Part Time Employees	\$25,650.00	\$5,742.76	\$1,680.00	\$7,422.76	\$18,227.24
36 Payroll Liabilities (S/S & Medicare)	\$13,500.00	\$2,921.95	\$956.04	\$3,877.99	\$9,622.01
37 Insurance (Employee Health)	\$11,250.00	\$2,773.56	\$924.52	\$3,698.08	\$7,551.92
38 Insurance/Medical Savings Account	\$11,200.00	\$11,200.00	\$0.00	\$11,200.00	\$0.00
39 Workmans Compensation	\$1,295.00	\$0.00	(\$75.08)	(\$75.08)	\$1,370.08
40 Louisiana Unemployment Insurance	\$1,500.00	\$698.09	\$0.00	\$698.09	\$801.91
41 NPTC Contribution IRA Account	\$7,825.00	\$649.60	\$324.80	\$974.40	\$6,850.60
<b>Total</b>	<b>\$485,000.00</b>	<b>\$113,791.32</b>	<b>\$25,118.29</b>	<b>\$139,559.21</b>	<b>\$345,440.79</b>
<b>39 EXPENDITURES (OVER)/UNDER RECEIPTS</b>			\$13,867.89	\$96,788.11	
Prepared by Iris Harper - May 5, 2009					

**ADVERTISING/MARKETING  
NATCHITOCHE PARISH TOURIST COMMISSION AS OF APRIL 30, 2009**

		2009	AS OF	AS OF	TOTAL	BALANCE	LOT
	LOCAL/NATIONAL/REGIONAL ADV	Budget	3/31/2009	4/30/2009			
1	Advertising Grants	\$18,250.00	\$1,518.00	\$634.00	\$2,152.00	\$16,098.00	
2	Billboard - (I-20 Location @ Ruston)	\$6,600.00	\$1,650.00	\$550.00	\$2,200.00	\$4,400.00	
3	Billboard - I-49 - Alligator Park	\$2,100.00	\$900.00	\$150.00	\$1,050.00	\$1,050.00	
4	Billboards - Interstate 49 - 2 locations (Ajax & Cypress)	\$9,000.00	\$2,250.00	\$750.00	\$3,000.00	\$6,000.00	
5	Louisiana B&B Directory - Inside Front Cover	\$1,700.00	\$0.00	\$0.00	\$0.00	\$1,700.00	
6	Louisiana Life Calendar - 18 Months 2009/2010	\$1,750.00	\$0.00	\$0.00	\$0.00	\$1,750.00	
7	Louisiana Life Magazine	\$7,000.00	\$2,000.00	\$1,000.00	\$3,000.00	\$4,000.00	
8	Nov/Dec - Festival of Lights Premiere & December Events	\$10,000.00	\$0.00	\$0.00	\$0.00	\$10,000.00	
9	NSU Publications Theatre Department/Music Department	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	
10	Regional Advertising (Reserves)	\$4,728.00	\$4,980.00	(\$6,497.50)	(\$1,517.50)	\$6,245.50	HDDC **
11	Southern Lady Magazine	\$4,000.00	\$2,000.00	\$0.00	\$2,000.00	\$2,000.00	Grant
12	Television Advertising - Spring Campaign	\$25,000.00	\$0.00	(\$3,500.00)	(\$3,500.00)	\$28,500.00	Funds **
13	Weddings with Style	\$2,000.00	\$0.00	\$2,000.00	\$2,000.00	\$0.00	
<b>RETIREMENT ADVERTISING</b>							
14	Great Places To Live - 4x @ \$1,495 Each	\$5,980.00	\$1,495.00	\$0.00	\$1,495.00	\$4,485.00	
15	Louisiana Life "The Good Life" - Full Page	\$1,000.00	\$0.00	\$1,000.00	\$1,000.00	\$0.00	
16	LTPA - AARP - Mar/Apr & Sept/Oct	\$3,520.00	\$3,520.00	\$0.00	\$3,520.00	\$0.00	\$3,520.00
17	LTPA Travel 50 & Beyond - Special 2009 - 1/6 page	\$700.00	\$1,400.00	\$0.00	\$1,400.00	(\$700.00)	\$700.00
18	Where To Retire Magazine 2x Mar/Apr & May/Jun	\$5,834.00	\$2,917.00	\$0.00	\$2,917.00	\$2,917.00	
<b>LOT/LTPA COOPERATIVE ADV-SPECIAL PUBLICATIONS</b>							
19	AAA Southern Traveler	\$2,100.00	\$2,100.00	\$0.00	\$2,100.00	\$0.00	\$2,100.00
20	Bank Travel/AARP Recipe Book	\$175.00	\$350.00	\$0.00	\$350.00	(\$175.00)	\$175.00
21	Louisiana Attractions Directory	\$3,035.00	\$0.00	\$6,400.00	\$6,400.00	(\$3,365.00)	\$3,035.00
22	Louisiana Travel.Com	\$3,200.00	\$1,600.00	\$1,600.00	\$3,200.00	\$0.00	\$3,200.00
23	LTPA - Culinary Trails Promotion	\$3,750.00	\$0.00	\$0.00	\$0.00	\$3,750.00	\$3,750.00
24	LTPA - Louisiana Tour Guide	\$1,900.00	\$0.00	\$0.00	\$0.00	\$1,900.00	
25	LTPA - Vacation & Travel Shows	\$750.00	\$1,500.00	\$0.00	\$1,500.00	(\$750.00)	\$750.00
26	Preservations Magazine	\$1,558.00	\$3,115.00	\$0.00	\$3,115.00	(\$1,557.00)	\$1,557.00
<b>TOTAL MEDIA (PRINT/ELECTRONIC) BUY</b>		<b>\$126,630.00</b>					\$18,787.00
<b>LACVB/LA NORTH/LOT BUY INS</b>							
		\$3,500.00	\$1,000.00	\$0.00	\$1,000.00	\$2,500.00	
<b>GROUP TRAVEL/TRADE MARKETINGS</b>							
27	Group Tour Marketing/Sales/Shows	\$5,500.00	\$948.91	\$0.00	\$948.91	\$4,551.09	
<b>SPECIAL EVENT MARKETING</b>							
28	Festival of Lights Brochure	\$2,500.00	\$0.00	\$0.00	\$0.00	\$2,500.00	
29	Regional Trade/Travel Shows (2-4 Shows)	\$3,500.00	\$0.00	\$0.00	\$0.00	\$3,500.00	
30	USSSA Sponsorship	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	
31	Natchitoches Tri-Centennial	\$5,000.00	\$100.00	\$0.00	\$100.00	\$4,900.00	
32	Fishing Tournaments	\$2,600.00	\$800.00	\$0.00	\$800.00	\$1,800.00	
<b>SUPPORT PROGRAMS</b>							
33	El Camino Real Partnership	\$500.00	\$0.00	\$0.00	\$0.00	\$500.00	
34	Holiday Trail of Lights	\$3,000.00	\$0.00	\$0.00	\$0.00	\$3,000.00	
35	North Louisiana Coalition Partnership	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
36	Louisiana Travel & Tourism Summit	\$1,200.00	\$0.00	\$0.00	\$0.00	\$1,200.00	
37	LTPA Committee Meetings/Seminars	\$500.00	\$0.00	\$132.58	\$132.58	\$367.42	
<b>INTERNET PROGRAMS</b>							
38	Constant Contact - E-Newsletter	\$510.00	\$510.00	\$0.00	\$510.00	\$0.00	
39	Website upgrade	\$3,600.00	\$300.00	\$0.00	\$300.00	\$3,300.00	
40	Heritage Travel.Com	\$1,600.00	\$1,875.00	\$0.00	\$1,875.00	(\$275.00)	
<b>SUPPORT MATERIALS</b>							
41	Billboard Production	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	
42	Miscellaneous Copies	\$3,500.00	\$481.63	\$390.47	\$872.10	\$2,627.90	
43	Natchitoches Main Brochure/Map	\$7,500.00	\$0.00	\$0.00	\$0.00	\$7,500.00	
44	Natchitoches Visitor's Guide - 2009	\$20,000.00	\$0.00	\$0.00	\$0.00	\$20,000.00	
45	Photography	\$500.00	\$225.00	\$0.00	\$225.00	\$275.00	
46	Print, Graphics & Video Production	\$6,900.00	\$1,591.00	\$788.00	\$2,379.00	\$4,521.00	
47	Promotional Items	\$4,800.00	\$624.18	\$0.00	\$624.18	\$4,175.82	
48	LTPA - Brochure Distribution	\$550.00	\$0.00	\$0.00	\$0.00	\$550.00	
<b>TRAVEL EXPENSES/HOSPITALITY/TRAVEL WRITERS</b>							
49	Hospitality- Gifts, Travel Writers, Group Planners	\$5,000.00	\$2,468.33	\$302.50	\$2,770.83	\$2,229.17	
50	Staff Travel Expenses	\$15,000.00	\$4,844.34	\$1,251.44	\$6,095.78	\$8,904.22	
<b>TOTALS</b>		<b>\$226,890.00</b>	<b>\$49,063.39</b>	<b>\$6,951.49</b>	<b>\$56,014.88</b>	<b>\$170,875.12</b>	