

**NATCHITOCHEES PARISH TOURIST COMMISSION
MONTHLY COMMISSION MEETING
Natchitoches Information Center – 781 Front Street
Monday June 15, 2009
11:30 AM**

NO MEETING - NO QUORUM

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 April 13, 2009 Meeting

Ms. Harper: *Financial Report as of April 30, 2009
Discussion/Approval

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

Ms. Harper: Director's Report

Jay Sharplin: Unfinished Business
Updates: Contract w/Neocom – Natchitoches.net
Visitor Center at Derry
Financial Disclosure Forms
Employee Bonus/Commissions

Jay Sharplin: New Business
Review 2008 Annual Audit

Commissioners: Comments/Other Business

Next Meeting Date: Monday July 20, 2009
Visitor's Center
11:30 AM

*Voting Issues

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

	A	B	C	D	E
CURRENT ASSETS					
1 Exchange Bank Checking #9303009920			\$10,579.97		
2 Cross Financial Wachovia MMA			\$16,498.91		
3 Cross Financial Certificates of Deposit - Various 2009			\$65,000.00		
4 Bank of Montgomery Certificate of Deposit - 12 Months			\$20,038.22	**NEW	
5 TOTAL CURRENT ASSETS				\$92,078.88	
6 ACCOUNTS RECEIVABLE					
HDBA - Country Roads Advertising	\$1,015.00				
7 TOTAL A/R-CURRENT ASSETS	\$1,015.00			\$93,093.88	
	BUDGET	AS OF	RECEIPTS	YTD	BALANCE
RECEIPTS/INCOME		5/31/2009	06/30/09		
8 Hotel/Motel Occupancy Tax	\$310,000.00	\$147,453.18	\$29,963.14	\$177,416.32	\$132,583.68
9 House Bill 24 Funds	\$80,000.00	\$56,105.91	\$0.00	\$56,105.91	\$23,894.09
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	\$71.51	\$0.00	\$71.51	\$2,428.49
12 Reimbursements	\$7,500.00	\$4,847.07	\$0.00	\$4,847.07	\$2,652.93
13 Grant Funds	\$5,000.00	\$23,590.00	\$1,000.00	\$24,590.00	(\$19,590.00)
TOTAL	\$485,000.00	\$312,067.67	\$30,963.14	\$343,030.81	\$141,969.19
		AS OF	EXPENSES	YTD	BALANCE
EXPENDITURES	BUDGET	5/31/2009	06/30/09		
14 Advertising/Marketing	\$226,890.00	\$69,170.31	\$21,861.45	\$91,031.76	\$135,858.24
15 Audit	\$2,350.00	\$0.00	\$3,500.00	\$3,500.00	(\$1,150.00)
16 Automobile Insurance	\$1,850.00	\$0.00	\$0.00	\$0.00	\$1,850.00
17 Building Repairs & Maintenance	\$2,500.00	\$416.70	\$20.00	\$436.70	\$2,063.30
18 Computer Equipment, Programs & Service	\$1,500.00	\$804.91	\$210.00	\$1,014.91	\$485.09
19 Dues & Subscriptions	\$4,000.00	\$1,684.98	\$24.98	\$1,709.96	\$2,290.04
20 Equipment (Maintenance/Rental)	\$8,200.00	\$3,132.48	\$1,112.96	\$4,245.44	\$3,954.56
21 Hospitality	\$1,500.00	\$342.88	\$251.99	\$594.87	\$905.13
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	\$1,679.04	\$172.33	\$1,851.37	\$7,648.63
25 Postage/Shipping	\$8,500.00	\$2,995.21	\$500.00	\$3,495.21	\$5,004.79
26 Reserves	\$3,280.00	\$0.00	\$0.00	\$0.00	\$3,280.00
27 Security/Alarm System	\$600.00	\$252.00	\$0.00	\$252.00	\$348.00
28 Telephone/Internet	\$5,400.00	\$1,890.58	\$428.86	\$2,319.44	\$3,080.56
29 Utilities	\$3,000.00	\$945.66	\$217.28	\$1,162.94	\$1,837.06
30 Vehicle Repairs & Maintenance	\$1,000.00	\$255.06	\$7.00	\$262.06	\$737.94
Salaries & Benefits					
31 Iris Harper - Executive Director	\$46,690.00	\$19,454.20	\$3,890.84	\$23,345.04	\$23,344.96
32 Denise O'Bannon - Travel Counselor & Office Mgr	\$29,120.00	\$12,133.30	\$2,426.66	\$14,559.96	\$14,560.04
33 Latisha McDaniel - Public Relations & Media	\$26,250.00	\$10,937.50	\$2,187.50	\$13,125.00	\$13,125.00
34 Arlene Gould - Sales & Events	\$27,750.00	\$11,562.50	\$2,312.50	\$13,875.00	\$13,875.00
35 Part Time Employees	\$25,650.00	\$9,519.01	\$1,522.50	\$11,041.51	\$14,608.49
36 Payroll Liabilities (S/S & Medicare)	\$13,500.00	\$4,865.90	\$944.01	\$5,809.91	\$7,690.09
37 Insurance (Employee Health)	\$11,250.00	\$4,622.60	\$924.52	\$5,547.12	\$5,702.88
38 Insurance/Medical Savings Account	\$11,200.00	\$11,200.00	\$0.00	\$11,200.00	\$0.00
39 Workmans Compensation	\$1,295.00	(\$75.08)	\$0.00	(\$75.08)	\$1,370.08
40 Louisiana Unemployment Insurance	\$1,500.00	\$742.10	\$31.97	\$774.07	\$725.93
41 NPTC Contribution IRA Account	\$7,825.00	\$1,299.20	\$324.80	\$1,624.00	\$6,201.00
Total	\$485,000.00	\$170,870.04	\$42,872.15	\$213,742.19	\$271,257.81
39 EXPENDITURES (OVER)/UNDER RECEIPTS			(\$11,909.01)	\$129,288.62	
Prepared by Iris Harper - July 9, 2009					

**NATCHITOCHE PARISH TOURIST COMMISSION
ADVERTISING/MARKETING REPORT - AS OF JUNE 30, 2009**

		2009	AS OF	AS OF	TOTAL	BALANCE	LOT
	LOCAL/NATIONAL/REGIONAL ADV	Budget	5/31/2009	6/30/2009			
1	Advertising Grants	\$18,250.00	\$2,552.00	\$500.00	\$3,052.00	\$15,198.00	
2	Billboard - (I-20 Location @ Ruston)	\$6,600.00	\$2,750.00	\$550.00	\$3,300.00	\$3,300.00	
3	Billboard - I-49 - Alligator Park	\$2,100.00	\$1,050.00	\$0.00	\$1,050.00	\$1,050.00	
4	Billboards - Interstate 49 - 2 locations (Ajax & Cypress)	\$9,000.00	\$3,750.00	\$750.00	\$4,500.00	\$4,500.00	
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	\$3,000.00	\$1,000.00	\$4,000.00	\$3,000.00	
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	(\$3,995.50)	\$400.00	(\$3,595.50)	\$8,323.50	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	\$4,417.19	\$12,416.56	\$16,833.75	\$8,166.25	Funds **
13	Weddings with Style	\$2,000.00	\$2,000.00	\$0.00	\$2,000.00	\$0.00	
RETIREMENT ADVERTISING							
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	\$1,000.00	\$0.00	\$1,000.00	\$0.00	
16	LTPA - AARP - Mar/Apr & Sept/Oct	\$3,520.00	\$1,760.00	\$0.00	\$1,760.00	\$1,760.00	\$3,520.00
17	LTPA Travel 50 & Beyond - Special 2009 - 1/6 page	\$700.00	\$700.00	\$0.00	\$700.00	\$0.00	\$700.00
18	Where To Retire Magazine 2x Mar/Apr & May/Jun	\$5,834.00	\$5,834.00	\$0.00	\$5,834.00	\$0.00	
LOT/LTPA COOPERATIVE ADV-SPECIAL PUBLICATIONS							
19	AAA Southern Traveler	\$2,100.00	\$1,050.00	\$2,100.00	\$3,150.00	(\$1,050.00)	\$2,100.00
20	Bank Travel/AARP Recipe Book	\$175.00	\$175.00	\$0.00	\$175.00	\$0.00	\$175.00
21	Louisiana Attractions Directory	\$3,035.00	\$3,200.00	\$0.00	\$3,200.00	(\$165.00)	\$3,035.00
22	Louisiana Travel.Com	\$3,200.00	\$1,600.00	\$0.00	\$1,600.00	\$1,600.00	\$3,200.00
23	LTPA - Culinary Trails Promotion	\$3,750.00	\$8,650.00	\$0.00	\$8,650.00	(\$4,900.00)	\$3,750.00
24	LTPA - Louisiana Tour Guide	\$1,900.00	\$0.00	\$2,100.00	\$2,100.00	(\$200.00)	
25	LTPA - Vacation & Travel Shows	\$750.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00
26	Preservations Magazine	\$1,558.00	\$1,557.50	\$0.00	\$1,557.50	\$0.50	\$1,557.00
TOTAL MEDIA (PRINT/ELECTRONIC) BUY		\$126,630.00					\$18,787.00
LACVB/LA NORTH/LOT BUY INS							
		\$3,500.00	\$1,000.00	\$0.00	\$1,000.00	\$2,500.00	
GROUP TRAVEL/TRADE MARKETINGS							
27	Group Tour Marketing/Sales/Shows	\$5,500.00	\$948.91	\$0.00	\$948.91	\$4,551.09	
SPECIAL EVENT MARKETING							
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	\$1,000.00	\$1,000.00	\$0.00	
31	Natchitoches Tri-Centennial	\$5,000.00	\$115.00	\$0.00	\$115.00	\$4,885.00	
32	Fishing Tournaments	\$2,600.00	\$800.00	\$0.00	\$800.00	\$1,800.00	
SUPPORT PROGRAMS							
33	El Camino Real Partnership	\$500.00	\$0.00	\$0.00	\$0.00	\$500.00	
34	Holiday Trail of Lights	\$3,000.00	\$3,000.00	\$0.00	\$3,000.00	\$0.00	
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	Committee Meetings/Seminars	\$500.00	\$208.58	\$120.00	\$328.58	\$171.42	
INTERNET PROGRAMS							
38	Constant Contact - E-Newsletter	\$510.00	\$510.00	\$0.00	\$510.00	\$0.00	
39	Website upgrade	\$3,600.00	\$1,500.00	\$300.00	\$1,800.00	\$1,800.00	
40	Heritage Travel.Com	\$1,600.00	\$1,875.00	\$0.00	\$1,875.00	(\$275.00)	
SUPPORT MATERIALS							
41	Billboard Production	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	
42	Miscellaneous Copies	\$3,500.00	\$1,048.54	\$46.68	\$1,095.22	\$2,404.78	
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	\$25.00	\$250.00	\$250.00	
46	Print, Graphics & Video Production	\$6,900.00	\$2,379.00	\$226.00	\$2,605.00	\$4,295.00	
47	Promotional Items	\$4,800.00	\$624.18	\$772.02	\$1,396.20	\$3,403.80	
48	LTPA - Brochure Distribution	\$550.00	\$0.00	\$0.00	\$0.00	\$550.00	
TRAVEL EXPENSES/HOSPITALITY/TRAVEL WRITERS							
49	Hospitality- Gifts, Travel Writers, Group Planners	\$5,000.00	\$3,233.51	\$42.41	\$3,275.92	\$1,724.08	
50	Staff Travel Expenses	\$15,000.00	\$6,407.40	\$512.78	\$6,920.18	\$8,079.82	
TOTALS		\$226,890.00	\$69,170.31	\$22,861.45	\$92,031.76	\$134,858.24	