

**NATCHITOCHEES PARISH TOURIST COMMISSION
MONTHLY COMMISSION MEETING
Natchitoches Arts Center – 720 Second Street
Tuesday March 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 (No February Meeting – No Quorum)

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

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

Ms. Harper: Director's Report

Jay Sharplin: Unfinished Business

Jay Sharplin: New Business

Commissioners: Comments/Other Business

Next Meeting Date: Tuesday April 21, 2009
Natchitoches Arts Center
5:15 PM

*Voting Issues

**NATCHITOCHE PARISH TOURIST COMMISSION
GENERAL LEDGER AS OF MARCH 31, 2009**

	A	B	C	D	E
CURRENT ASSETS					
1 Exchange Bank Checking #9303009920			\$9,912.67		
2 A. G. Edwards MMA			\$16,497.51		
3 A. G. Edwards Certificates of Deposit - Various Dates			\$65,000.00		
3 TOTAL CURRENT ASSETS				\$91,410.18	
4 ACCOUNTS RECEIVABLE					
HDBA - Country Roads Advertising	\$1,015.00				
Sabine Parish Tourist Commission	\$600.00				
NHDDC - Billboards/La. Retirement Mag (50/50)	\$9,997.50				
Louisiana Office of Tourism	\$8,792.50				
5 TOTAL A/R-CURRENT ASSETS	\$20,405.00			\$111,815.18	
	BUDGET	AS OF	RECEIPTS	YTD	BALANCE
		2/28/2009	03/31/09		
RECEIPTS/INCOME					
6 Hotel/Motel Occupancy Tax	\$310,000.00	\$61,436.00	\$25,083.62	\$86,519.62	\$223,480.38
7 House Bill 24 Funds	\$80,000.00	\$27,301.50	\$0.00	\$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	\$1.14	\$33.03	\$2,466.97
10 Reimbursements	\$7,500.00	\$2,098.07	\$1,408.92	\$3,506.99	\$3,993.01
11 Grant Funds	\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00
TOTAL	\$485,000.00	\$90,867.46	\$26,493.68	\$117,361.14	\$367,638.86
	BUDGET	AS OF	EXPENSES	YTD	BALANCE
		2/28/2009	03/31/09		
EXPENDITURES					
12 Advertising/Marketing	\$226,890.00	\$27,152.53	\$21,910.86	\$49,063.39	\$177,826.61
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	\$119.66	\$20.00	\$139.66	\$2,360.34
16 Computer Equipment, Programs & Service	\$1,500.00	\$110.00	\$55.00	\$165.00	\$1,335.00
17 Dues & Subscriptions	\$4,000.00	\$1,045.00	\$0.00	\$1,045.00	\$2,955.00
18 Equipment (Maintenance/Rental)	\$8,200.00	\$1,916.45	\$659.55	\$2,576.00	\$5,624.00
19 Hospitality	\$1,500.00	\$108.03	\$19.17	\$127.20	\$1,372.80
20 Insurance (Contents & Liability)	\$1,400.00	\$1,039.00	\$0.00	\$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	\$1,075.21	\$265.52	\$1,340.73	\$8,159.27
23 Postage/Shipping	\$8,500.00	\$230.56	\$600.47	\$831.03	\$7,668.97
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	\$454.97	\$500.98	\$955.95	\$4,444.05
27 Utilities	\$3,000.00	\$413.53	\$147.55	\$561.08	\$2,438.92
28 Vehicle Repairs & Maintenance	\$1,000.00	\$32.42	\$0.00	\$32.42	\$967.58
Salaries & Benefits					
29 Iris Harper - Executive Director	\$46,690.00	\$7,781.68	\$3,890.84	\$11,672.52	\$35,017.48
30 Denise O'Bannon - Travel Counselor & Office Mgr	\$29,120.00	\$4,853.32	\$2,426.66	\$7,279.98	\$21,840.02
31 Latisha McDaniel - Public Relations & Media	\$26,250.00	\$4,375.00	\$2,187.50	\$6,562.50	\$19,687.50
32 Arlene Gould - Sales & Events	\$27,750.00	\$4,625.00	\$2,312.50	\$6,937.50	\$20,812.50
33 Part Time Employees	\$25,650.00	\$3,840.00	\$1,902.76	\$5,742.76	\$19,907.24
34 Payroll Liabilities (S/S & Medicare)	\$13,500.00	\$1,948.84	\$973.11	\$2,921.95	\$10,578.05
35 Insurance (Employee Health)	\$11,250.00	\$1,849.04	\$924.52	\$2,773.56	\$8,476.44
36 Insurance/Medical Savings Account	\$11,200.00	\$11,200.00	\$0.00	\$11,200.00	\$0.00
37 Workmans Compensation	\$1,295.00	\$0.00	\$0.00	\$0.00	\$1,295.00
38 Louisiana Unemployment Insurance	\$1,500.00	\$518.56	\$179.53	\$698.09	\$801.91
39 Employee IRA Account	\$7,825.00	\$324.80	\$324.80	\$649.60	\$7,175.40
Total	\$485,000.00	\$74,814.80	\$39,301.32	\$114,440.92	\$370,559.08
39 EXPENDITURES (OVER)/UNDER RECEIPTS			(\$12,807.64)	\$2,920.22	
Prepared by Iris Harper - April 7, 2009					

**NATCHITOCHE CONVENTION VISITORS BUREAU
ADVERTISING/MARKETING REPORT AS OF MARCH 31, 2009**

		2009	AS OF	AS OF	TOTAL	BALANCE
	LOCAL/NATIONAL/REGIONAL ADV	Budget	2/28/2009	3/31/2009		
1	Advertising Grants	\$18,250.00	\$435.00	\$1,083.00	\$1,518.00	\$16,732.00
2	Billboard - (I-20 Location @ Ruston)	\$6,600.00	\$1,100.00	\$550.00	\$1,650.00	\$4,950.00
3	Billboard - I-49 - Alligator Park	\$2,100.00	\$600.00	\$300.00	\$900.00	\$1,200.00
4	Billboards - Interstate 49 - 2 locations (Ajax & Cypress)	\$9,000.00	\$1,500.00	\$750.00	\$2,250.00	\$6,750.00
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	\$1,000.00	\$1,000.00	\$2,000.00	\$5,000.00
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	\$2,950.00	\$2,030.00	\$4,980.00	(\$252.00)
11	Southern Lady Magazine	\$4,000.00	\$2,000.00	\$0.00	\$2,000.00	\$2,000.00
12	Television Advertising - Spring Campaign	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00
13	Weddings with Style	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00
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	\$0.00	\$0.00	\$0.00	\$1,000.00
16	LTPA - AARP - Mar/Apr & Sept/Oct	\$3,520.00	\$0.00	\$3,520.00	\$3,520.00	\$0.00
17	LTPA Travel 50 & Beyond - Special 2009 - 1/6 page	\$700.00	\$0.00	\$1,400.00	\$1,400.00	(\$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
LOT/LTPA COOPERATIVE ADV-SPECIAL PUBLICATIONS						
19	AAA Southern Traveler	\$2,100.00	\$0.00	\$2,100.00	\$2,100.00	\$0.00
20	Bank Travel/AARP Recipe Book	\$175.00	\$350.00	\$0.00	\$350.00	(\$175.00)
21	Louisiana Attractions Directory	\$3,035.00	\$0.00	\$0.00	\$0.00	\$3,035.00
22	Louisiana Travel.Com	\$3,200.00	\$0.00	\$1,600.00	\$1,600.00	\$1,600.00
23	LTPA - Culinary Trails Promotion	\$3,750.00	\$0.00	\$0.00	\$0.00	\$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)
26	Preservations Magazine	\$1,558.00	\$3,115.00	\$0.00	\$3,115.00	(\$1,557.00)
TOTAL MEDIA (PRINT/ELECTRONIC) BUY		\$126,630.00				
LACVB/LA NORTH/LOT BUY INS						
		\$3,500.00	\$0.00	\$1,000.00	\$1,000.00	\$2,500.00
GROUP TRAVEL/TRADE MARKETINGS						
27	Group Tour Marketing/Sales/Shows	\$5,500.00	\$357.91	\$591.00	\$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	\$0.00	\$0.00	\$1,000.00
31	Natchitoches Tri-Centennial	\$5,000.00	\$0.00	\$100.00	\$100.00	\$4,900.00
32	Fishing Tournaments	\$2,600.00	\$0.00	\$800.00	\$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	\$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	\$0.00	\$0.00	\$500.00
INTERNET PROGRAMS						
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)
SUPPORT MATERIALS						
41	Billboard Production	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00
42	Miscellaneous Copies	\$3,500.00	\$300.99	\$180.64	\$481.63	\$3,018.37
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	\$0.00	\$225.00	\$225.00	\$275.00
46	Print, Graphics & Video Production	\$6,900.00	\$606.00	\$985.00	\$1,591.00	\$5,309.00
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
TRAVEL EXPENSES/HOSPITALITY/TRAVEL WRITERS						
49	Hospitality- Gifts, Travel Writers, Group Planners	\$5,000.00	\$909.43	\$1,558.90	\$2,468.33	\$2,531.67
50	Staff Travel Expenses	\$15,000.00	\$2,707.02	\$2,137.32	\$4,844.34	\$10,155.66
TOTALS		\$226,890.00	\$27,152.53	\$21,910.86	\$49,063.39	\$177,826.61