

# Jackson Parish Tourism Board

## Minutes for Meeting Held February 2024

**Notice Posted: February 12**

**Meeting Date: February 13**

**Place Of Meeting:** The Zeno Room 160 Industrial Dr., Jonesboro, LA 71251

**Roll Call:** T. Gunter, K. Spangler, S. Joynor, L. Dousay

**Invocation and Pledge:** S. Joynor gave the invocation with K. Spangler leading the pledge.

**Public Comments/Recognition of Guests:** None

**Approval of Minutes of the January 2024 meeting:** Motion made by K. Spangler second by L. Dousay to approve the minutes as presented. All in favor, Yea.

**Approval of January financials and Pay Bills:** Motion made by L. Dousay second by K. Spangler to approve the financials as presented. All in favor, Yea.

### **Review Old Business:**

- a. Ebenezer Park Signs- T. Gunter gave report on information she obtained from DOTD and WM Chamber. We will continue to explore options of placing a sign for Ebenezer Park only.
- b. 2024 Art Contest- S. Joynor reported that the schools have received the forms .
- c. Crappie Fishing Tournament- L. Dousay reported information he obtained. Due to the schedule and format of the tournament we will not set up a welcome table.
- d. High School Fishing Tournament-March 23- JPTB will participate by setting up a welcome tent at the State Park.
- e. Archery Tournament-April- L. Dousay reported on the information he obtained. JPTB will participate by setting up a welcome tent on Saturday, April 6.

### **New Business:**

- a. Advertising- Motion made by L. Dousay second by S. Joynor to approve up to but not exceeding \$500 for Billboard Designs by Sheryl Holder. All in favor. Yea.
- b. Advertising- Motion made by L. Dousay second by K. Spangler to approve up to but not Exceeding \$3500 to Rook Properties for annual Billboard displays on I-20 and Hwy 167 billboards for the HS Fishing Tournament, Christmas in the Pines, and Fourth of July Fireworks. All in favor. Yea

- c. Motion made by T. Gunter second by L. Dousay to send JPTB minutes to the Ruston Daily Leader. All in favor. Yea.
- d. Motion made by S. Joynor second by L. Dousay to approve up to but not exceeding \$500 for Facebook Ads to promote JP Tourism for the year. All in favor. Yea.

**Other Business:**

- a. Discussed the Promotion of Jackson Parish/Caney Lake by National Crappie League through television and social media

**Adjournment:** 6:46 Motion by K. Spangler seconded by L. Dousay to adjourn the meeting. Next meeting scheduled for

Tuesday, March 12, 2024, at 5:30