

ST. TAMMANY PARISH COUNCIL

RESOLUTION

RESOLUTION COUNCIL SERIES NO: C-3254

COUNCIL SPONSOR: GOULD/DAVIS

PROVIDED BY: PRESIDENT/LEGAL

RESOLUTION TO APPROVE AND AUTHORIZE ST. TAMMANY PARISH THROUGH THE OFFICE OF THE PARISH PRESIDENT TO SIGN AND/OR EXECUTE A COOPERATIVE ENDEAVOR AGREEMENT BETWEEN THE PARISH OF ST. TAMMANY AND ST. TAMMANY PARISH TOURIST COMMISSION FOR NORTHSHORE CULINARY EXPERIENCE AND TOURISM PROMOTION.

WHEREAS, as a result of the April 2010 Deepwater Horizon oil spill incident, the Parish and its residents experienced damages, loss of revenues and increased costs that occurred particularly to the fishing and tourism industries; and

WHEREAS, the Louisiana Lieutenant Governor’s Office has secured grant funding from British Petroleum arising out the of 2010 oil spill, which has been allocated to various parishes. St. Tammany Parish has been allocated a certain amount of grant funds to promote St. Tammany Parish as a tourist destination and to highlight its tourism, attractions, businesses, events, infrastructure and resources; and

WHEREAS, the St. Tammany Parish Tourist Commission is an integral element in the Parish’s tourism and convention industry. Further, the Tourist Commission’s main goals are to market Louisiana and particularly St. Tammany Parish as a national and international tourist destination, highlight tourism, attractions, businesses, infrastructure and resources of St. Tammany Parish, increase the public’s intent to visit St. Tammany Parish and promote the positive perceptions of St. Tammany Parish as a travel destination; and

WHEREAS, in order to accomplish the above goals and strategies, St. Tammany Parish believes it is in the best interest of the Parish to partner with the St. Tammany Parish Tourist Commission in implementing St. Tammany Parish’s tourism goals and strategies by awarding a maximum of Five Hundred Thousand (\$ 500,000) dollars to implement a Culinary Program through print advertising, on-line advertising, partnerships, promotions, tours, special events and a social media campaign to increase the positive awareness of St. Tammany Parish as a culinary destination and to increase the awareness that Louisiana seafood is safe to consume.

THE PARISH OF ST. TAMMANY HEREBY RESOLVES that the Parish President is hereby authorized to sign and/or execute a Cooperative Endeavor Agreement between St. Tammany Parish and St. Tammany Parish Tourist Commission regarding the objectives stated above.

BE IT FURTHER RESOLVED that all acts previously taken by the Office of the Parish President in furtherance of the actions or agreements contemplated herein are hereby ratified and approved.

THIS RESOLUTION HAVING BEEN SUBMITTED TO A VOTE, THE VOTE THEREON WAS AS FOLLOWS:

MOVED FOR ADOPTION BY: _____ SECONDED BY: _____

YEAS: _____

NAYS: _____

ABSTAIN: _____

ABSENT: _____

THIS RESOLUTION WAS DECLARED ADOPTED ON THE 3 DAY OF NOVEMBER, 2011, AT A REGULAR MEETING OF THE PARISH COUNCIL, A QUORUM OF THE MEMBERS BEING PRESENT AND VOTING.

MARTIN W. GOULD, JR., COUNCIL CHAIRMAN

ATTEST:

THERESA L. FORD, COUNCIL CLERK