



BILLY NUNGESSER
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF TOURISM

DOUG BOURGEOIS
ASSISTANT SECRETARY

MEETING NOTICE

Board of Directors of the Louisiana Tourism Development Commission

Wednesday, March 9, 2022
1:00PM
Baton Rouge Marriott, Salon III

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Minutes
4. Louisiana Office of Tourism Update, Doug Bourgeois, Assistant Secretary
 - A. ARPA Funding
New Grant Programs
 - B. Advertising Campaign Highlights
Macy's Thanksgiving Parade
Tournament of Roses Parade
Spring Campaign
Louisiana Byways Ad Campaign
Louisiana Civil Rights Trail Campaign
5. Research Presentation, Lynne Coxwell
6. Public Comments
7. Other Business
8. Adjournment