

Louisiana's Cajun Bayou Tourism
Board of Directors Meeting Minutes
Wednesday, January 17, 2024

The meeting was called to order at 4:30 pm.

Members Present:

Monique Crochet, Chair
Marguerite Knight-Erwin, Vice Chair at 5:00 pm
Jeremy Punch, Secretary/Treasurer
Amy Hebert
Donnell Zeringue
Kristine Strickland
Joshua Falgoust

Members Absent:

Kyle Williams
Zina Sampey

Staff Present:

Cody Gray, President & CEO
Brandi Hebert, Finance/Office Manager
Brenda Trosclair, Travel Counselor

Public Present:

Approval of Agenda:

Action Item #1: D. Zeringue moved to approve the agenda as presented; J. Falgoust seconded the motion. Motion passed (6-0).

Approval of Meeting Minutes:

Action Item #2: K. Strickland moved to approve the December 2023 meeting minutes as presented; D. Zeringue seconded the motion. Motion passed (6-0).

Public Acknowledgments/Comment:

Financial Report:

Mr. Punch reported that Total Income for the month of December was **\$75,543.74**. Lodging Tax for December was **\$60,500.04** and Interest & Dividends Earned was **\$14,843.70**. Pavilion Income for December was **\$200.00**. Revenue exceeded expenses by **\$7,022.18** for the month. The Budget versus Actual Report was then discussed.

Action Item #3: J. Falgoust moved to approve the financial report as presented; A. Hebert seconded the motion. Motion passed (6-0).

President and CEO's Report:

Mr. Gray then discussed the four-year occupancy comparison for November. He then went over the December weekly occupancy comparison between this year and last year.

Next, he presented the 2024 Destination Promotion Plan, which outlines the goals and objectives for the year. He also went over the strategic plan initiatives for 2024 which outlines goals and projects through 2027.

He then gave an update on the pavilion agreement renewal. Mr. Gray and Mrs. Hebert had a meeting with parish officials to discuss the current agreement.

Then he gave updates on the Visitor Enterprise Funding, Wayfinding Signage project, and DMAP Reaccreditation.

Lastly, he went over recent meetings, networking, fostered relationships, upcoming activities, and the Destination Promotion Report.

Sales & Marketing Report:

Mr. Gray went over the Monthly Sales and Outreach Report which included one sales lead: New York University. He then reported definite business with Nicholls Oh La La Group, Nicholls UL Management, Y'allstars Southern Skate Showdown, and Tumbleweed Tours. He also reported that there was no lost business.

Next, he presented the 2023 LA Cajun Bayou Sales Overview and the 2023 Cajun Bayou Food Trail Totals.

He then gave a summary of hotel property and rate updates. He also discussed the upcoming Bayou King Cake Festival.

Chair's Report:

Mrs. Crochet thanked Mrs. Knight-Erwin for her time as board chair. She then discussed committee appointments.

Action Item #4: K. Strickland moved to approve committee appointments as presented; M. Knight-Erwin seconded the motion. Motion passed (7-0).

Next, she presented the 2023 Audit Engagement Letter for SAUP.

Action Item #5: M. Knight-Erwin moved to approve 2023 Audit Engagement Letter as presented; D. Zerinque seconded the motion. Motion passed (7-0).

Committee Reports:

The Special Project committee gave a brief update.

New Business:

General Discussion:


Adjournment:

Action Item #6: D. Zerinque moved to adjourn the meeting; K. Strickland seconded the motion. Motion passed (7-0).

The meeting was adjourned at 5:25 pm.

Minutes were approved on February 21, 2024.

The undersigned confirms the accuracy and proper approval of minutes



Board Secretary/Treasurer