

Louisiana's Cajun Bayou Tourism
Board of Directors Meeting Minutes
Wednesday, March 20, 2024

The meeting was called to order at 4:30 pm

Members Present:

Monique Crochet, Chair
Marguerite Knight-Erwin, Vice Chair
Jeremy Punch, Secretary/Treasurer at 4:40 pm
Donnell Zeringue
Kyle Williams at 5:00 pm
Zina Sampey
Kristine Strickland at 4:35 pm
Amy Hebert
Joshua Falgoust at 4:35 pm

Members Absent:

Staff Present:

Cody Gray, President & CEO
Brandi Hebert, Finance/Operations Manager

Public Present:

Paul Pechon, Bourgeois & Bennett
Amanda Lasserre, Bourgeois & Bennett

Approval of Agenda:

Action Item #1: M. Knight-Erwin moved to approve the agenda as presented; A. Hebert seconded the motion. Motion passed (5-0).

Approval of Meeting Minutes:

Action Item #2: M. Knight-Erwin moved to approve the February 2024 meeting minutes as presented; D. Zeringue seconded the motion. Motion passed (5-0).

Public Acknowledgments/Comment:

Audit:

Mr. Pechon went over the 2023 Audit in detail and stated there were no findings.

Financial Report:

Mr. Punch reported that Total Income for the month of February was **\$245,335.30**. Lodging tax was **\$56,350.11**, Interest & Dividends Earned was **\$13,985.19**, and LPG-Marketing was **\$175,000.00**. Revenue exceeded expenses by **\$175,258.14** for the month. The Budget versus Actual Report was then discussed.

Action Item #3: D. Zeringue moved to approve the financial report as presented; M. Knight-Erwin seconded the motion. Motion passed (8-0).

President and CEO's Report:

Mr. Gray presented the two-year occupancy comparison for January. He then went over the February weekly occupancy comparison between this year and last year.

He then discussed the annual Legislative Update and Bill Review that was held by Louisiana Travel Association. Mr. Gray stated that he will continue to monitor any bills related to tourism and he will report back with any developments.

Then he announced that on April 24th he will be the featured speaker at the Thibodaux Chamber's Business at Breakfast meeting. He will be speaking on the power of tourism and Lafourche Parish's tourism economy.

Next, he went over the renewed agreement for the Lafourche Pavilion. He reported on the upgrades that the parish is currently completing on the pavilion.

He then gave updates on the 2023 Audit, Visitor Enterprise Funding, Wayfinding Signage project, and DMAP Reaccreditation.

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

Sales & Marketing Report:

Mr. Gray went over the Monthly Sales and Outreach Report which included 1 sales lead: Comptoir des Voyages. He then reported definite business with Manning Passing Academy, Y'allstars Southern Skate Showdown, and NYU. He also reported that there was no lost business.

He then gave a summary of hotel property and rate updates. He also discussed Cajun Bayou Culture Day, updated itineraries on website, Play it Forward, Bayou Lafourche Cleanup, Nova Scotia, and Travel South Global Media Marketplace.

Chair's Report:

Mrs. Crochet reminded the board about their financial disclosures. She then presented the Open Meetings via Electronic Means Policy.

Action Item #4: M. Knight-Erwin moved to adopt the policy as presented; K. Strickland seconded the motion. Motion passed (9-0).

Committee Reports:

The Employee Relations Committee discussed changes made to the Employee Handbook.

Action Item #5: J. Punch moved to approve the LCBT policy changes in employee handbook as presented; K. Williams seconded the motion. Motion passed (9-0).

The Special Projects Committee gave a brief update.

New Business:

General Discussion:

Adjournment:

Action Item #6: J. Falgoust moved to adjourn the meeting; K. Williams seconded the motion. Motion passed (9-0).

The meeting was adjourned at 5:32 pm.

Minutes were approved on

4/17/24

The undersigned confirms the accuracy and proper approval of minutes

Monique Cochet

Board Secretary/Treasurer