

Louisiana's Cajun Bayou Tourism
Board of Directors Meeting Minutes
Wednesday, June 19, 2024

The meeting was called to order at 4:30 pm

Members Present:

Monique Crochet, Chair
Marguerite Knight-Erwin, Vice Chair
Zina Sampey
Donnell Zeringue
Kyle Williams
Joshua Falgoust at 4:35 pm
Amy Hebert

Members Absent:

Jeremy Punch, Secretary/Treasurer
Kristine Strickland

Staff Present:

Cody Gray, President & CEO
Ian Wallis, Sales & Marketing Manager
Brandi Hebert, Finance/Operations Manager

Public Present:

Approval of Agenda:

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

Approval of Meeting Minutes:

Action Item #2: D. Zeringue moved to approve the May 2024 meeting minutes as presented; K. Williams seconded the motion. Motion passed (6-0).

Public Acknowledgments/Comment:

Financial Report:

Mrs. Hebert reported that Total Income for the month of May was **\$78,203.35**. Lodging tax was **\$62,307.65**, Interest & Dividends Earned was **\$15,895.70**. Revenue exceeded expenses by **\$3,798.19** for the month. The Budget versus Actual Report was then discussed.

Action Item #3: M. Knight-Erwin moved to approve the financial report as presented; Z. Sampey seconded the motion. Motion passed (7-0).

President and CEO's Report:

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

He then announced that Louisiana's Cajun Bayou Tourism has been awarded DMAP re-accreditation and will be publicly recognized at the Destinations International conference in July. DMAP is the highest accreditation that a CVB can receive in the tourism industry.

Then he gave an update that the bills filed last year to induct Lafourche Parish into the Atchafalaya National Heritage Area, are now progressing as part of a larger public lands bill. He announced that a hearing will be held on June 27th which will include this bill. He will keep the board informed of the progress.

Next, he gave a recap of National Travel and Tourism week. He gave a brief update on the annual Bayou Ambassador Awards Luncheon that was held that week. The luncheon honored tourism partners and updates were presented from both the state and parish level on the tourism industry. He thanked the staff and board for their work and support in making this a great success. He concluded that during the week the tourism impact in Lafourche Parish was highlighted and a proclamation was received from the Parish President.

Mr. Gray then announced that Louisiana's Cajun Bayou has been working with Nicholls State University and will once again host the Welcome Reception for Manning Passing Academy. The reception will be held on June 27th and will feature tourism partners and businesses from around the tri-parish area.

Next, he gave an update on Visitor Enterprise Funding, CMP FY24 & FY25, Wayfinding Signage project, and the Lafourche Pavilion.

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

Sales & Marketing Report:

Mr. Wallis went over the Monthly Sales and Outreach Report which included 3 sales leads: Comptoir des Voyages, French FAM, and Super Bowl 2025. He then reported definite business with Manning Passing Academy, Y'Allstars Southern Skate Showdown, UL Management, Sun Tours, and National Association of Counties. He also reported that there was no lost business.

He then gave a summary of hotel property and rate updates. He also discussed National Travel and Tourism Week, Manning Passing Academy, Media Visit & Story, Nova Scotia, STS Marketing College, and Bayou STEM Adventure Trail.

Chair's Report:

Mrs. Crochet reported to the board that fraudulent activity from outside the organization was discovered. The situation was remedied and rectified. She thanked Brandi Hebert for her diligence on catching the issue. She and the board also recognized Juneteeth.

Committee Reports:

The Special Projects committee gave a brief update.

New Business:

General Discussion:

Adjournment:

Action Item #4: K. Williams moved to adjourn the meeting; J. Falgoust seconded the motion. Motion passed (7-0).

The meeting was adjourned at 5:26 pm.

Minutes were approved on _____.

July 17, 2024

The undersigned confirms the accuracy and proper approval of minutes.

Board Secretary/Treasurer