

**Louisiana's Cajun Bayou Tourism**  
**Board of Directors Meeting Minutes**  
**Wednesday, January 15, 2024**

The meeting was called to order at 4:41 pm

**Members Present:**

Marguerite Knight-Erwin, Chair  
Monique Crochet, Vice Chair  
Kyle Williams  
Joshua Falgoust  
William McKee

**Members Absent:**

Jeremy Punch, Secretary/Treasurer  
Donnell Zeringue  
Walton Guidry  
Zina Sampey

**Staff Present:**

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

**Public Present:**

**Approval of Agenda:**

Action Item #1: K. Williams moved to approve the agenda as presented; J. Falgoust seconded the motion. Motion passed (5-0).

**Approval of Meeting Minutes:**

Action Item #2: M. Crochet moved to approve the December 2024 meeting minutes, as presented; J. Falgoust seconded the motion. Motion passed (5-0).

**Public Acknowledgments/Comment:**

**Financial Report:**

Mr. Gray reported that Total Income for the month of December was **\$84,971.00**. Lodging tax was **\$70,025.26** and Interest & Dividends Earned were **\$14,945.74**. Revenue exceeded expenses by **\$41,263.99** for the month. The Budget versus Actual Report was then discussed.

Action Item #3: K. Williams moved to approve the financial report as presented; J. Falgoust seconded the motion. Motion passed (5-0).

### **President and CEO's Report:**

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

Next, he announced that the bill was signed by the president to include Lafourche Parish in the Atchafalaya National Heritage Area. State legislation will still need to be passed to make it official on the state level.

He then presented the 2025 Destination Promotion Plan, which outlines the goals and objectives for the year. He also went over the strategic plan initiatives for 2025 which outline goals and projects through 2027.

Then he presented the 2025 U.S. Travel Forecast and gave updates on the Visitor Enterprise Funding, Wayfinding Signage project, and the 2024 audit.

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

### **Sales & Marketing Report:**

Mr. Wallis presented a 2024 overview on sales and the Cajun Bayou Food Trail.

He then went over the Monthly Sales and Outreach Report which included three sales leads: Super Bowl 2025, Powerlifting America, and the Grand Reveil Acadien 2025. He then reported definite business with Y'allstars Southern Skate Showdown, UL Management, Sun Tours, National Association of Counties, Southland Conference Tennis Championships, and ULS Academic Summit. He also reported that there was no lost business.

He then gave a summary of hotel property and rate updates, Louisiana King Cake Festival, Mardi Gras 2025, and the new 2025 campaign.

### **Chair's Report:**

Mrs. Knight-Erwin discussed and assigned committee appointments.

Next, she presented the 2024 Audit Engagement Letter.

Action Item #4: M. Crochet moved to approve the 2024 Audit Enqagement Letter as presented; K. Williams seconded the motion. Motion passed (5-0).

### **Committee Reports:**

#### **New Business:**

**General Discussion:**

**Adjournment:**

Action Item #5: M. Crochet moved to adjourn the meeting; J. Falgoust seconded the motion. Motion passed (5-0).

**The meeting was adjourned at 5:28 pm.**

Minutes were approved on \_\_\_\_\_

2/20/25

The undersigned confirms the accuracy and proper approval of minutes

  
\_\_\_\_\_  
Board Secretary/Treasurer