

**Louisiana's Cajun Bayou Tourism**  
**Board of Directors Meeting Minutes**  
**Wednesday, February 19, 2025**

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

**Members Present:**

Marguerite Knight-Erwin, Chair  
Monique Crochet, Vice Chair  
Jeremy Punch, Secretary/Treasurer  
Kyle Williams  
Joshua Falgoust  
William McKee  
Donnell Zeringue  
Walton Guidry  
Zina Sampey

**Members Absent:**

**Staff Present:**

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

**Public Present:**

Amy Hebert  
Kristine Strickland

**Approval of Agenda:**

Action Item #1: M. Crochet moved to approve the agenda as presented; D. Zeringue seconded the motion. Motion passed (9-0).

**Approval of Meeting Minutes:**

Action Item #2: K. Williams moved to approve the January 2025 meeting minutes, as presented; J. Punch seconded the motion. Motion passed (9-0).

**Public Acknowledgments/Comment:**

Mrs. Knight-Erwin acknowledged that past board members Amy Hebert and Kristine Strickland were present. She then presented them with plaques and recognized and thanked them for serving on the board of directors.

**Financial Report:**

Mr. Punch reported that Total Income for the month of January was **\$156,771.15**. Lodging tax was **\$54,811.58**, Interest & Dividends Earned were **\$14,462.57**, and Visitors Enterprise Fund was **\$87,496.00**. Revenue exceeded expenses by **\$83,205.22** for the month. The Budget versus Actual Report was then discussed.

Action Item #3: M. Crochet moved to approve the financial report as presented; D. Zeringue seconded the motion. Motion passed (9-0).

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

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

Next, he announced that Louisiana's Cajun Bayou participated in the Super Bowl Media Party hosted by Explore Louisiana and the New Orleans Super Bowl Host committee. 1,000 sweet treats were provided from Duet's Bakery with over 3,000 media guests in attendance. Lafourche Parish was represented through both video and digital promotions in the Explore Louisiana booth. The event was a huge success.

He then acknowledged travel counselor, Mrs. Brenda Trosclair, has achieved six years of service with Louisiana's Cajun Bayou. He thanked her for her devotion to the organization.

Then he discussed the several boards and committees that the Louisiana's Cajun Bayou team continues to serve on to represent Lafourche Parish at the state, regional, and national level.

Next, Mr. Gray announced that in the later part of 2024, Louisiana's Cajun Bayou worked with the Thibodaux Chamber to help them complete the Certified Travel Specialist training offered by LTA. He reported that the staff at the chamber are now certified.

Lastly Mr. Gray went over the 2024 Year in Review Annual Report, recent meetings, networking, fostered relationships, upcoming LCBT activities, and the Destination Promotion Report.

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

Mr. Gray went over the Monthly Sales and Outreach Report which included one sales lead: Fernung Tours. He then reported definite business with Y'allstars Southern Skate Showdown, UL Management, Thibodaux Petanque Tournament, Sun Tours, National Association of Counties, Southland Conference Tennis Championships, ULS Academic Summit, and Les Voyages DiasporAcadie. He also reported that Trips Unlimited cancelled the Mardi Gras tour due to lack of registration on their end.

He then gave a summary of hotel property and rate updates, Super Bowl, Mardi Gras 2025, and the new 2025 campaign, Nicholls Baseball, and Louisiana Tourism Leadership Academy.

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

Mrs. Knight-Erwin presented the Louisiana Compliance Questionnaire for the 2024 audit for signatures.

Action Item #4: K. Williams moved to approve the signatures for the compliance questionnaire as presented; J. Falgoust seconded the motion. Motion passed (9-0).

### **Committee Reports:**

The Building and Wayfinding committees gave brief updates.

### **New Business:**

**General Discussion:**

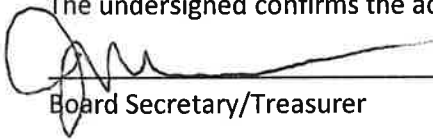
**Adjournment:**

Action Item #5: M. Crochet moved to adjourn the meeting; K. Williams seconded the motion. Motion passed (9-0).

**The meeting was adjourned at 5:20 pm.**

Minutes were approved on 3/19/25\_\_\_\_\_.

The undersigned confirms the accuracy and proper approval of minutes

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