

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

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

**Members Present:**

Monique Crochet, Chair  
Jeremy Punch, Secretary/Treasurer at 4:45pm  
Zina Sampey  
Donnell Zeringue  
Kristine Strickland  
Amy Hebert

**Members Absent:**

Marguerite Knight-Erwin, Vice Chair  
Joshua Falgoust  
Kyle Williams

**Staff Present:**

Brandi Hebert, Finance/Operations Manager  
John Adams, Travel Counselor

**Public Present:**

**Approval of Agenda:**

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

**Approval of Meeting Minutes:**

Action Item #2: K. Strickland moved to approve the June 2024 meeting minutes as presented; D. Zeringue seconded the motion. Motion passed (5-0).

**Public Acknowledgments/Comment:**

**Financial Report:**

Mrs. Hebert reported that Total Income for the month of June was **\$148,793.52**. Lodging tax was **\$132,586.08**, Interest & Dividends Earned was **\$15,367.44**, Pavilion Income was **\$840.00**. Revenue exceeded expenses by **\$90,712.59** for the month. The Budget versus Actual Report was then discussed.

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

**President and CEO's Report:**

Mrs. Crochet presented the two-year occupancy comparison for May. She then went over the June weekly occupancy comparison between this year and last year.

She then announced that Louisiana's Cajun Bayou was awarded the Cooperative Marketing Program Grant from the Louisiana Office of Tourism.

Then she gave a recap of the 2023 Tourism Spending in Louisiana Parishes report. The report detailed the tourism impact data for Lafourche Parish.

Next, she announced that Mr. Gray has been invited to be a guest speaker during the Southeast Tourism Society Connections Conference in September. He will be speaking on the topic of "Developing Your Destination Data Toolbox: Using Data to Guide Your Destination Strategy."

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

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

**Sales & Marketing Report:**

Mrs. Crochet went over the Monthly Sales and Outreach Report which included 4 sales leads: French FAM, Super Bowl 2025, Alpha Phi Alpha Kappa Mu 50<sup>th</sup> Anniversary Party, and Cali Fun. She then reported definite business with Manning Passing Academy, Y'Allstars Southern Skate Showdown, UL Management, Sun Tours, National Association of Counties, and LA 35<sup>th</sup> Annual FOP Biennial Conference. She also reported that there was no lost business.

She then gave a summary of hotel property and rate updates. She also discussed Manning Passing Academy Welcome Reception, Media Visit & Story, Nova Scotia, Destinations International Conference, Mr. Wallis' Drone Test, and South Louisiana Waterfowl Carvers Competition.

**Chair's Report:**

**Committee Reports:**

The Special Projects committee gave a brief update.

**New Business:**

**General Discussion:**


**Adjournment:**

Action Item #4: K. Strickland moved to adjourn the meeting; A. Hebert seconded the motion. Motion passed (6-0).

The meeting was adjourned at 5:05 pm.

Minutes were approved on 8/21/2024.

The undersigned confirms the accuracy and proper approval of minutes.

  
\_\_\_\_\_

Board Secretary/Treasurer