

Louisiana's Cajun Bayou Tourism
Board of Directors Meeting Minutes
Wednesday, August 21, 2024

The meeting was called to order at 4:32 pm

Members Present:

Monique Crochet, Chair
Marguerite Knight-Erwin, Vice Chair
Jeremy Punch, Secretary/Treasurer at 4:45pm
Donnell Zeringue
Kristine Strickland
Kyle Williams at 4:40 pm
Joshua Falgoust

Members Absent:

Zina Sampey
Amy Hebert

Staff Present:

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

Public Present:

Approval of Agenda:

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

Approval of Meeting Minutes:

Action Item #2: K. Strickland moved to approve the July 2024 meeting minutes as presented; J. Punch seconded the motion. Motion passed (6-0).

Public Acknowledgments/Comment:

Financial Report:

Mr. Punch reported that Total Income for the month of July was **\$25,839.99**. Office of Tourism was **\$10,000.00**, Interest & Dividends Earned was **\$15,839.99**. Expenses exceeded revenue by **\$55,588.92** for the month. The Budget versus Actual Report was then discussed.

Action Item #3: K. Strickland moved to approve the financial report as presented; J. Falgoust seconded the motion. Motion passed (7-0).

President and CEO's Report:

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

He then gave an update on the Destinations International Conference that he and Mr. Wallis attended. He reported that the conference featured great networking, education, and professional development. Louisiana's Cajun Bayou Tourism also received DMAP accreditation and Mr. Wallis received his 30 under 30 award.

Then he announced that Parish President Archie Chaisson presented Louisiana's Cajun Bayou Tourism with a proclamation proclaiming August 15th Acadian Heritage Day in Lafourche Parish. He announced his gratitude to the Parish President and Council for acknowledging the importance of preserving and promoting our Acadian heritage.

He then 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 5 sales leads: French FAM, Super Bowl 2025, Alpha Phi Alpha Kappa Mu 50th Anniversary Party, Cali Fun, and Directions Tours. He then reported definite business with Y'Allstars Southern Skate Showdown, UL Management, Sun Tours, National Association of Counties, Scenic Roads, and LA 35th Annual FOP Biennial Conference. He also reported that there was no lost business.

He then gave a summary of hotel property and rate updates. He also discussed Potential Media Visit & Story, Nova Scotia, Destinations International Conference, LA Food & Wine Festival, 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: J. Falgoust moved to adjourn the meeting; K. Williams seconded the motion. Motion passed (7-0).

The meeting was adjourned at 5:21 pm.

Minutes were approved on 9/16/2024.

The undersigned confirms the accuracy and proper approval of minutes.



Board Secretary/Treasurer