

Louisiana's Cajun Bayou Tourism
Board of Directors Meeting Minutes
Wednesday, January 14, 2026

The meeting was called to order at 4:38 pm

Members Present:

Marguerite Knight-Erwin, Chair
Monique Crochet, Vice Chair
Donnell Zeringue
Kyle Williams
Walton Guidry at 4:58 p.m.

Members Absent:

Jeremy Punch, Secretary/Treasurer
William McKee
Joshua Falgoust
Zina Sampey

Staff Present:

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

Public Present:

Robert Theriot

Upon roll call, Mrs. Knight-Erwin announced that a quorum was not present. Therefore, no official business was conducted.

Public Acknowledgments/Comment:

Mrs. Knight-Erwin acknowledged that Mr. Robert Theriot was present. Mr. Theriot gave an update on the Center for Traditional Louisiana Boat Building.

Financial Report:

Mr. Gray reported that Total Income for the month of December was **\$161,792.52**. Lodging tax was **\$62,068.89**, Visitor Enterprise was **\$87,496.00**, and Interest & Dividends Earned were **\$12,227.63**. Expenses exceeded revenue by **\$499,119.05** for the month. The Budget versus Actual Report was then discussed.

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 went over the 2026 Destination Promotion Plan that outlines the goals and objectives for marketing, public relations, sales, and overall organization strategies. Additionally, he went over the 2026 Strategic Plan Initiatives that outline goals and plans through 2027.

He then gave an update that the organization is in the beginning stages of the 2025 legislative audit.

Mr. Gray then gave updates on Visitor Enterprise FY 2026, the Lafourche Pavilion, and Wayfinding Signage project.

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

Sales & Marketing Report:

Mr. Wallis presented the sales overview and the Cajun Bayou Food Trail totals for 2025.

He then reported definite business with Y'allstars Southern Skate Showdown, UL Management, Mardi Gras Open, FPUSA National Men's Triple Tournament, and Fernung Tours. He also reported that there was lost business with Les Ateliers Du Voyage because they decided that did not want to travel to the United States this year.

He then gave a summary of hotel property and rate updates and Mardi Gras 2026.

Chair's Report:

Mrs. Knight-Erwin announced that the only committees moving forward will be the Executive committee and Wayfinding Project committee.

She then presented the Louisiana Compliance Questionnaire for the 2025 audit for signatures.

Committee Reports:

The Wayfinding Committee gave an update on the progress of the project.

Mr. Walton Guidry arrived at 4:58pm and Mrs. Knight-Erwin announced that a quorum was present. Official business was then conducted.

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

Action Item #2: K. Williams moved to approve the December 2025 meeting minutes as presented; D. Zerinque seconded the motion. Motion passed (5-0).

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

Action Item #4: D. Zerinque moved to approve the signatures for the compliance questionnaire as presented; K. Williams seconded the motion. Motion passed (5-0).

New Business:

General Discussion:

Adjournment:

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

The meeting was adjourned at 5:08 pm.

Minutes were approved on 2/11/2024.

The undersigned confirms the accuracy and proper approval of minutes

Margaret Koenig A. Eber
Board Secretary/Treasurer **CHAIR**
MKE