

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

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

**Members Present:**

Monique Crochet, Chair  
Marguerite Knight-Erwin, Vice Chair  
Jeremy Punch, Secretary/Treasurer  
Kristine Strickland  
Kyle Williams  
Amy Hebert  
Donnell Zeringue  
Joshua Falgoust  
Zina Sampey

**Members Absent:**

**Staff Present:**

Cody Gray, President & CEO  
Brandi Hebert, Finance/Operations Manager  
John Adams, Travel Counselor

**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 (9-0).

**Approval of Meeting Minutes:**

Action Item #2: M. Knight-Erwin moved to approve the January 2024 meeting minutes as presented; A. Hebert seconded the motion. Motion passed (9-0).

**Public Acknowledgments/Comment:**

**Financial Report:**

Mr. Punch reported that Total Income for the month of January was **\$184,151.92**. Lodging Tax for January was **\$52,950.79** and Interest & Dividends Earned was **\$14,678.63**. Pavilion Income for January was **\$240.00**, and Visitors Enterprise Fund was **\$116,282.50**. Revenue exceeded expenses by **\$98,380.68** 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. Williams seconded the motion. Motion passed (9-0).

**President and CEO's Report:**

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

Next, he presented the 2024 Semi Annual Forecast, which outlines the predictions of 2024 travel and tourism growth. He also went over the 2023 Year in Review which outlines accomplishments and performance in 2023.

He then gave an update on the pavilion agreement renewal. The agreement will appear on the Lafourche Parish Council Agenda for their approval on March 12<sup>th</sup>.

Next, he discussed the wayfinding signage MOU. This will appropriate additional money towards the signage project. The MOU will appear on the Lafourche Parish Council Agenda on February 27<sup>th</sup>.

Then he gave updates on the 2023 Audit, Visitor Enterprise Funding, Wayfinding Signage project, and DMAP Reaccreditation.

Lastly, he went over recent meetings, networking, fostered relationships, and the Destination Promotion Report.

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

Mr. Gray went over the Monthly Sales and Outreach Report which included two sales leads: New York University and Directions Tours. He then reported definite business with Nicholls Oh La La Group, Nicholls UL Management, Y'allstars Southern Skate Showdown, and Tumbleweed Tours. He also reported that there was no lost business.

He then gave a summary of hotel property and rate updates. He also discussed Nicholls Art Works, Travel South Global Media Marketplace, and their recent meeting with a member of the Thibodaux Pétanque Club.

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

Mrs. Crochet presented the Louisiana Compliance Questionnaire for the 2023 audit for signatures.

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

Next, she presented the Resolution for the Pavilion CEA Renewal.

Action Item #5: K. Williams moved to approve the resolution for the pavilion CEA as presented; J. Falgoust seconded the motion. Motion passed (9-0).

Lastly, she presented the Resolution for the Wayfinding Signage CEA.

Action Item #6: J. Falgoust moved to approve the resolution for the wayfinding signage CEA as presented; M. Knight-Erwin seconded the motion. Motion passed (9-0).

**Committee Reports:**

The Special Projects and Employee Relations committees gave brief updates.

**New Business:**

**General Discussion:**

**Adjournment:**

Action Item #7: K. Strickland moved to adjourn the meeting; J. Falgoust seconded the motion. Motion passed (9-0).

**The meeting was adjourned at 5:24 pm.**

Minutes were approved on March 20, 2024.

The undersigned confirms the accuracy and proper approval of minutes.

  
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Board Secretary/Treasurer