

**Louisiana's Cajun Bayou Tourism**  
**Board of Directors Meeting Minutes**  
**Wednesday, March 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 at 4:40pm  
Donnell Zeringue  
Walton Guidry at 4:45pm  
Zina Sampey

**Members Absent:**

**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. Crochet moved to approve the agenda as presented; D. Zeringue seconded the motion. Motion passed (7-0).

**Approval of Meeting Minutes:**

Action Item #2: D. Zeringue moved to approve the February 2025 meeting minutes, as presented; K. Williams seconded the motion. Motion passed (7-0).

**Public Acknowledgments/Comment:**

**Financial Report:**

Mr. Punch reported that Total Income for the month of February was **\$66,262.35**. Lodging tax was **\$53,280.15** and Interest & Dividends Earned were **\$12,982.20**. Expenses exceeded revenue by **\$28,402.94** for the month. The Budget versus Actual Report was then discussed.

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

**President and CEO's Report:**

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

Next, he updated the board on the moving and transition timeline for the new visitor center. He announced that the visitor center will be closed starting April 21<sup>st</sup>, but the team will work remotely while the construction is being finalized. The visitor center will be open to the public in July with the exact date to be determined.

He then announced that he was a panelist at the Coastal Summit which was organized and hosted by the students of the Mass Communications department at Nicholls State University. The topic was "Our Story: The People and Culture." There were over 300 attendees and due to the panel's success, they were invited back to hold a program on cultural preservation and promotion.

Mr. Gray then gave updates on Visitor Enterprise funding, the Lafourche Pavilion, Wayfinding Signage project, and the 2024 Audit.

Lastly Mr. Gray 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 one sales lead: Powerlifting America. He then reported definite business with Thibodaux Pétanque Tournament, Sun Tours, National Association of Counties, Beach Volleyball, Southland Conference Tennis Championships, Alpha Phi Alpha 50<sup>th</sup> Reunion, ULS Academic Summit, Simply Travel, and Les Voyages DiasporAcadie

He then gave a summary of hotel property and rate updates, Mardi Gras 2025, the new 2025 marketing campaign, Nicholls Rec Paddle, and Nicholls Baseball.

**Chair's Report:**

Mrs. Knight-Erwin reminded the board about their financial disclosures.

**Committee Reports:**

The Building committee gave a brief update.

Action Item #4: D. Zeringue moved to approve the report as presented; J. Falgoust seconded the motion. Motion passed (9-0).

**New Business:**

Mr. Gray discussed the issues with the pavilion septic and the challenges it presents with booking events. Mrs. Knight-Erwin proposed that the board provide up to \$5,000.00 in funding to help with the repairs of the septic issues with the Lafourche Pavilion.

Action Item #5: W. Guidry moved to approve the proposal as presented; M. Crochet seconded the motion. Motion passed (9-0).

**General Discussion:**

**Adjournment:**

Action Item #6: M. Crochet moved to adjourn the meeting; J. Falgoust seconded the motion. Motion passed (9-0).

**The meeting was adjourned at 5:15 pm.**

Minutes were approved on April 16, 2025.

The undersigned confirms the accuracy and proper approval of minutes

  
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Board Secretary/Treasurer