

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

The meeting was called to order at 4:30 pm

Members Present:

Monique Crochet, Chair
Marguerite Knight-Erwin, Vice Chair
Donnell Zeringue
Kyle Williams
Zina Sampey
Amy Hebert

Members Absent:

Jeremy Punch, Secretary/Treasurer
Kristine Strickland
Joshua Falgoust

Staff Present:

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

Public Present:

Approval of Agenda:

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

Approval of Meeting Minutes:

Action Item #2: Z. Sampey moved to approve the March 2024 meeting minutes as presented; A. Hebert seconded the motion. Motion passed (6-0).

Public Acknowledgments/Comment:

Financial Report:

Mrs. Hebert reported that Total Income for the month of March was **\$77,581.59**. Lodging tax was **\$61,907.96**, and Interest & Dividends Earned was **\$15,673.63**. Revenue exceeded expenses by **\$13,417.16** for the month. The Budget versus Actual Report was then discussed.

Action Item #3: K. Williams moved to approve the financial report as presented; Z. Sampey seconded the motion. Motion passed (6-0).

President and CEO's Report:

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

He then gave an update on the strategic plan and destination promotion plan goals and initiatives for quarter one.

Then he announced that National Travel and Tourism Week will be May 19-25, 2024, and discussed plans for the Bayou Ambassador Awards Luncheon.

Next, he discussed his recent trip to Boston, Massachusetts for the Destinations International CEO Summit.

Mr. Gray then recognized a few team members for their service anniversaries.

Next, he gave an update on Visitor Enterprise Funding, Wayfinding Signage project, DMAP Reaccreditation, and the Lafourche Pavilion.

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

Sales & Marketing Report:

Mr. Wallis went over the Monthly Sales and Outreach Report which included 4 sales leads: Comptoir des Voyages, Hollins Family Reunion, Scenic Roads, and Women Traveling Together. He then reported definite business with Manning Passing Academy, Coast Guard, NYU, and UL Management. He also reported that there was no lost business.

He then gave a summary of hotel property and rate updates. He announced that he was recognized by Destination International as a recipient of their 30 Under 30 program. He also discussed an upcoming Media Visit and Media Story, Nova Scotia, Travel South Global Media Marketplace, and Reach Conference.

Chair's Report:

Mrs. Crochet presented the resolution to adopt the Lafourche Parish Consolidated Sales and Used Tax Ordinance, as revised and amended.

Action Item #4: Z. Sampey moved to adopt the ordinance as presented; A. Hebert seconded the motion. Motion passed (6-0).

Committee Reports:

The Special Projects committee gave a brief update.

New Business:

General Discussion:

Adjournment:

Action Item #5: K. Williams moved to adjourn the meeting; D. Zerinque seconded the motion. Motion passed (6-0).

The meeting was adjourned at 5:08 pm.

Minutes were approved on May 15, 2024.

The undersigned confirms the accuracy and proper approval of minutes


Board Secretary/Treasurer