

Louisiana's Cajun Bayou Tourism
Board of Directors Meeting Minutes
Wednesday, April 16, 2025

The meeting was called to order at 4:30 pm

Members Present:

Marguerite Knight-Erwin, Chair ✓
Jeremy Punch, Secretary/Treasurer ✓
Kyle Williams ✓
Joshua Falgoust at 4:45pm ✓
William McKee at 4:40pm ✗
Donnell Zeringue ✓
Walton Guidry ✓
Zina Sampey ✓

Members Absent:

Monique Crochet, Vice Chair ✗

Staff Present:

Cody Gray, President & CEO
Brandi Hebert, Finance/Operations Manager

Public Present:

Paul Pechon, Bourgeois Bennett
Amanda Lasserre, Bourgeois Bennett

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: K. Williams moved to approve the March 2025 meeting minutes, as presented; Z. Sampey seconded the motion. Motion passed (6-0).

Public Acknowledgments/Comment:

Audit:

Mr. Pechon went over the 2024 Audit in detail and stated there were no findings.

Action Item #3: J. Punch moved to approve the 2024 Audit as presented; D. Zeringue seconded the motion. Motion passed (8-0).

Financial Report:

Mr. Punch reported that Total Income for the month of March was **\$77,129.12**. Lodging tax was **\$62,877.41** and Interest & Dividends Earned were **\$14,251.71**. Revenue exceeded expenses by **\$1,724.61** for the month. The Budget versus Actual Report was then discussed.

Action Item #4: K. Williams 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 February. He then went over the March weekly occupancy comparison between this year and last year.

Next, he announced that he attended the Destinations International CEO Summit in Savannah, GA. He took part in various sessions that addressed topics and concerns around the economy, the current state of traveler sentiment, and international travel predictions.

He then gave an update on the Louisiana Travel Associations annual legislative bill review and an Evening at Longview that he attended. The event hosted various elected officials and tourism industry representatives for a networking event to promote and highlight the importance of Louisiana's tourism industry.

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 21st 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.

Mr. Gray then gave updates on Visitor Enterprise funding, the Lafourche Pavilion, Wayfinding Signage project, and the Visitor Center Entrance Sign.

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

Sales & Marketing Report:

Mr. Gray went over the Monthly Sales and Outreach Report. He reported definite business with the National Association of Counties, Southland Conference Tennis Championships, Alpha Phi Alpha 50th Reunion, ULS Academic Summit, Simply Travel, and Manning Passing Academy. He also reported that Les Voyages DiasporAcadie cancelled their trip in October due to ongoing tensions between the US and Canada.

He then gave a summary of hotel property and rate updates, Sports ETA Conference, the new 2025 marketing campaign, Nicholls Baseball, Manning Passing Academy, upcoming travel writers and influencer visits, and the E.D. White Historic Site CODOFIL Exhibit.

Chair's Report:

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

Committee Reports:

New Business:

General Discussion:

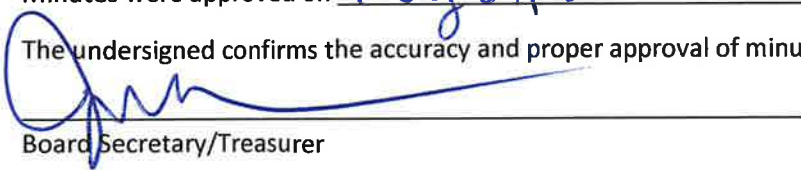
Adjournment:

Action Item #5: D. Zeringue moved to adjourn the meeting; K. Williams seconded the motion. Motion passed (8-0).

The meeting was adjourned at 5:35 pm.

Minutes were approved on May 21, 2025

The undersigned confirms the accuracy and proper approval of minutes


Board Secretary/Treasurer