

Louisiana's Cajun Bayou Tourism

Board of Directors Meeting Minutes

Wednesday, May 15, 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
Donnell Zeringue
Kyle Williams
Joshua Falgoust
Amy Hebert
Kristine Strickland at 4:35 pm

Members Absent:

Zina Sampey

Staff Present:

Cody Gray, President & CEO
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 (7-0).

Approval of Meeting Minutes:

Action Item #2: M. Knight-Erwin moved to approve the April 2024 meeting minutes as presented; J. Punch seconded the motion. Motion passed (7-0).

Public Acknowledgments/Comment:

Financial Report:

Mr. Punch reported that Total Income for the month of April was **\$126,238.42**. Lodging tax was **\$51,619.23**, Interest & Dividends Earned was **\$15,309.69**, Pavilion Income was **\$600.00**, and Visitor's Enterprise Fund was **\$58,709.50**. Revenue exceeded expenses by **\$47,480.29** for the month. The Budget versus Actual Report was then discussed.

Action Item #3: M. Knight-Erwin moved to approve the financial report as presented; A. Hebert seconded the motion. Motion passed (7-0).

President and CEO's Report:

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

He then announced the partnering of Louisiana's Cajun Bayou, Bayou Country Children's Museum, Bayou Stem, and Explore Houma to support the creation of the Bayou Country Children's Museum STEM Adventure Trail. The overall goal of the program is to increase visitor foot traffic to the parish while giving families something fun to do during the summer months.

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 presentation on "The Power of Tourism: It All Begins with a Visit" at the Thibodaux Chamber Business at Breakfast that took place on April 24th and thanked all that attended.

Next, he gave an update on Visitor Enterprise Funding, CMP FY24 & FY25, Wayfinding Signage project, DMAP Reaccreditation, and the Lafourche Pavilion.

Lastly, he 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 which included 3 sales leads: Comptoir des Voyages, Sun Tours, and National Association of Countries. He then reported definite business with Manning Passing Academy, Grilled Cheese, and UL Management. He also reported that there was no lost business.

He then gave a summary of hotel property and rate updates. He also discussed National Travel and Tourism Week, Manning Passing Academy, upcoming Media Visit and Media Story, Nova Scotia, Grand Reveil Acadien 2025, Travel South Global Media Marketplace, STS Marketing College, and Tourism Day at the Capitol.

Chair's Report:

Mrs. Crochet presented the resolution for the Cooperative Marketing Program Grant for fiscal year 2025. She then asked that the board approve the proposed resolution that authorizes Cody. A. Gray to sign on behalf of the organization.

Action Item #4: K. Williams moved to approve the resolution as presented and to authorize Mr. Gray to sign on behalf of the Board; D. Zerinque seconded the motion. Motion passed (8-0).

Committee Reports:

The Special Projects committee gave a brief update.

New Business:

General Discussion:

Adjournment:

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

The meeting was adjourned at 5:02 pm.

Minutes were approved on 23/06/24_____.

The undersigned confirms the accuracy and proper approval of minutes.

Monique Crochet

Monique Crochet (Jun 23, 2024 20:00 CDT)

Board Secretary/Treasurer







5.2024 Minutes

Final Audit Report

2024-06-24

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