

**Louisiana's Cajun Bayou Tourism**  
**Board of Directors Meeting Minutes**  
**Wednesday, May 21, 2025**

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

**Members Present:**

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

**Members Absent:**

**Staff Present:**

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

**Public Present:**

**Approval of Agenda:**

Action Item #1: K. Williams moved to approve the agenda as presented; D. Zeringue seconded the motion. Motion passed (7-0).

**Approval of Meeting Minutes:**

Action Item #2: J. Punch moved to approve the April 2025 meeting minutes, as presented; J. Falgoust seconded the motion. Motion passed (7-0).

**Public Acknowledgments/Comment:**

**Financial Report:**

Mr. Punch reported that Total Income for the month of April was **\$77,454.37**. Lodging tax was **\$61,915.99** and Interest & Dividends Earned were **\$14,638.38**. Expenses exceeded revenue by **\$15,262.05** for the month. The Budget versus Actual Report was then discussed.

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

### **President and CEO's Report:**

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

Next, he gave an update on legislation that he is continuing to monitor that is important to the tourism industry in the state and locally.

Next, he updated the board on the moving and transition timeline for the new visitor center. He announced that the temporary building was successfully returned, and all items have been moved into the new visitor's center. The team continues to work remotely but will soon be returning to in-office operations. The visitor center will be open to the public in July with the exact date to be determined.

Mr. Gray then announced that in April Mr. Wallis celebrated his fourth year with LA Cajun Bayou, while Mr. Gray himself celebrated five years.

Next Mr. Gray gave updates on CMP Fiscal Year 2026, the Lafourche Pavilion, Wayfinding Signage project, and the Visitor Center Entrance sign. During this update Mr. Gray discussed the ongoing issues with the pavilion septic and the challenges it presents with booking events. After discussing the quotes that were received to install a new septic system, Mrs. Knight-Erwin proposed that the board increase the original agreed upon amount of \$5,000.00, to up to \$15,000.00.

Action Item #4: W. Guidry moved to approve the increase from \$5,000 to \$15,000 as presented; K. Williams seconded the motion. Motion passed (9-0).

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 which included four sales leads: AJGA, Next Level 7on7 Football, USA Dodgeball, and Landmark Educational Tours. He then reported definite business with Southland Conference Tennis Championships, Simply Travel, and Manning Passing Academy.

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

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

Mrs. Knight-Erwin presented the resolution for the Cooperative Marketing Program Grant for fiscal year 2026. She then asked the board to approve the proposed resolution that authorizes Cody A. Gray to sign on behalf of the organization.

Action Item #5: J. Punch moved to approve the resolution as presented and to authorize Mr. Gray to sign on behalf of the Board; J. Falgoust seconded the motion. Motion passed (9-0).

**Committee Reports:**

The building committee gave a brief update.

**New Business:**

**General Discussion:**

**Adjournment:**

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

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

Minutes were approved on \_\_\_\_\_.

The undersigned confirms the accuracy and proper approval of minutes

\_\_\_\_\_  
Board Secretary/Treasurer