

Louisiana's Cajun Bayou Tourism
Board of Directors Meeting Minutes
Wednesday, June 18, 2025

The meeting was called to order at 4:30 pm

Members Present:

Marguerite Knight-Erwin, Chair
Monique Crochet, Vice Chair
William McKee at 4:35pm
Donnell Zeringue
Walton Guidry
Zina Sampey

Members Absent:

Jeremy Punch, Secretary/Treasurer
Kyle Williams
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: M. Crochet moved to approve the agenda as presented; D. Zeringue seconded the motion. Motion passed (5-0).

Approval of Meeting Minutes:

Action Item #2: D. Zeringue moved to approve the May 2025 meeting minutes, as presented; Z. Sampey seconded the motion. Motion passed (5-0).

Public Acknowledgments/Comment:

Financial Report:

Mr. Gray reported that Total Income for the month of May was **\$77,512.40**. Lodging tax was **\$62,764.52**, Interest & Dividends Earned were **\$14,267.88**, and Pavilion Income was **\$480.00**. Expenses exceeded revenue by **\$31,965.87** for the month. The Budget versus Actual Report was then discussed.

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

President and CEO's Report:

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

Next, he gave a legislative update. House Bill 319 passed and will now officially add Lafourche Parish to the Atchafalaya National Heritage Area. House Bill 374 also passed and now all short-term rentals and OTA's must remit sales and occupancy taxes to the Remote Seller's Commission.

Next, he updated the board on the moving and transition timeline for the new visitor center. The team has returned 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 once again the Manning Passing Academy will be held at Nicholls State University. The welcome reception will be held on June 26th.

Next Mr. Gray gave updates on ARPA, CMP Fiscal Year 2026, 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. Wallis went over the Monthly Sales and Outreach Report which included two sales leads: Tumbleweed Tours and Sekisui-Japan. He then reported definite business with Manning Passing Academy and Y'Allstars Southern Skate Showdown.

He then gave a summary of hotel property and rate updates, Golden Meadow-Fourchon Tarpon Rodeo Media Event, upcoming travels, the new 2025 marketing campaign, Manning Passing Academy, upcoming travel writers and influencer visits, and the E.D. White Historic Site CODOFIL Exhibit.

Chair's Report:

Mrs. Knight-Erwin went over the insurance cost for the new visitor center. Due to time constraints and the insurance rates being above the 2025 budget amount, The Executive Committee met and approved the new insurance rates prior to the board meeting.

Action Item #4: M. Crochet moved to ratify the Executive Committees approval of the new insurance rates as presented; D. Zeringue seconded the motion. Motion passed (6-0).

Committee Reports:

New Business:

General Discussion:

Mr. Gray announced that Mrs. Brenda Trosclair will be retiring on July 18, 2025. She has been a travel counselor for over 6 years and will be deeply missed.

Adjournment:

Action Item #5: M. Crochet moved to adjourn the meeting; Z. Sampey seconded the motion. Motion passed (6-0).

The meeting was adjourned at 5:16 pm.

Minutes were approved on _____.

The undersigned confirms the accuracy and proper approval of minutes

Board Secretary/Treasurer