

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

The meeting was called to order at 4:36 pm

Members Present:

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

Members Absent:

Staff Present:

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

Public Present:

Approval of Agenda:

Action Item #1: M. Crochet moved to approve the agenda as presented; K. Williams seconded the motion. Motion passed (8-0).

Approval of Meeting Minutes:

Action Item #2: D. Zeringue moved to approve the June 2025 meeting minutes, as amended; W. McKee seconded the motion. Motion passed (8-0).

Public Acknowledgments/Comment:

Financial Report:

Mrs. Knight-Erwin reported that Total Income for the month of June was **\$113,076.29**. Lodging tax was **\$126,953.83**, Interest & Dividends Earned were **\$13,800.37**, and Pavilion Income was **\$900.00**. Revenue exceeded expenses by **\$31,790.99** for the month. The Budget versus Actual Report was then discussed.

Action Item #3: M. Crochet moved to approve the financial report as presented; K. Williams seconded the motion. Motion passed (9-0).

President and CEO's Report:

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

Next, he announced that he attended the STS Congressional Summit with other tourism professionals from across the Southeast. He discussed his meetings with members of Louisiana's congressional delegation where key issues were discussed including funding for the National Park Service, proposed cuts to Brand USA, and support for National Heritage Areas.

Mr. Gray then announced that plans for the grand opening celebration for the new visitor center are underway and scheduled for August 1st. The event will include remarks from the Parish President, Board Chair, and Mr. Gray. Following the remarks will be a blessing of the building from Father Joseph Tregre and the ribbon cutting. All guests will then be welcomed to tour the building and enjoy food and refreshments.

He then gave an update on hosting another successful Manning Passing Academy. Over 30 vendors participated in welcoming campers and their families to Lafourche Parish from across the United States. He thanked board members Donnell Zeringue and Walton Guidry for assisting the team at the reception.

Next Mr. Gray gave updates on CMP Fiscal Year 2025, 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 discussed the Monthly Sales and Outreach Report which included four sales leads: Road Scholar, Group Travel Leader FAM, Southern Travelers Explore Conference Post-FAM, and Powerlifting America. He then reported definite business with Y'Allstars Southern Skate Showdown.

He then gave a summary of hotel property and rate updates, Grand Opening event, upcoming travels, the new 2025 marketing campaign, Manning Passing Academy, upcoming travel writers and influencer visits, E.D. White Historic Site CODOFIL Exhibit, and Louisiana Film Lookbook.

Chair's Report:**Committee Reports:****New Business:**

Action Item #4: A motion was made by W. Guidry, seconded by K. Williams to no longer print meeting packets and instead digitally display them.

Action Item #5: An amendment was made on the floor by W. Guidry to change the motion to "work toward" no longer printing meeting packets and instead digitally displaying them. The amendment was approved 9-0.

Action Item #6: The motion as amended was then voted on and passed 9-0.

General Discussion:

Mr. Gray then recognized and thanked Mrs. Brenda Trosclair for her faithful service the Louisiana's Cajun Bayou Tourism and wished her well in her retirement.

Mr. Guidry suggested that shirts be purchased and worn by all board members at the Grand Opening of the new visitor center. The board agreed and staff will work on getting shirts ordered.

Adjournment:

Action Item #7: J. Falgoust moved to adjourn the meeting; J. Punch seconded the motion. Motion passed (9-0).

The meeting was adjourned at 5:29 pm.

Minutes were approved on 8/20/2025

The undersigned confirms the accuracy and proper approval of minutes


Board Secretary/Treasurer