

Louisiana's Cajun Bayou Tourism
Board of Directors Meeting Minutes
Wednesday, August 20, 2025

The meeting was called to order at 4:59 pm

Members Present:

Marguerite Knight-Erwin, Chair
Jeremy Punch, Secretary/Treasurer
Kyle Williams
William McKee
Walton Guidry at 5:40pm

Members Absent:

Monique Crochet, Vice Chair
Joshua Falgoust
Zina Sampey
Donnell Zeringue

Staff Present:

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

Public Present:

Robert Theroit

Upon roll call, Mrs. Knight-Erwin announced that a quorum was not present. Therefore, no official business was conducted.

Public Acknowledgments/Comment: Mrs. Knight-Erwin acknowledged that Mr. Robert Theriot was present.

Financial Report:

Mr. Punch reported that Total Income for the month of July was **\$24,191.03**. Office of Tourism was **\$10,000.00** and Interest & Dividends Earned were **\$14,191.03**. Expenses exceeded revenue by **\$92,669.77** for the month. The Budget versus Actual Report was then discussed.

President and CEO's Report:

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

Next, he announced that the ribbon cutting and grand opening of the new visitor's center that took place on August 1st was a huge success. Media and partner announcements, press releases, social post, and revised billboards were all executed around the grand opening.

Mr. Gray then announced that parish president, Mitch Orgeron, presented Louisiana's Cajun Bayou Tourism with a proclamation proclaiming August 15th Acadian Heritage Day in Lafourche Parish. He expressed how grateful the staff and board are to Mr. Orgeron and the Council for acknowledging the importance of preserving and promoting our Acadian heritage.

He then gave updates on Visitor Enterprise 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, the Destination Promotion Report, the Promotion Plan Quarter 2 update, and the Strategic Plan Quarter 2 update.

Sales & Marketing Report:

Mr. Wallis discussed the Monthly Sales and Outreach Report which included two sales leads: Group Travel Leader FAM and Powerlifting America. He then reported definite business with Y'Allstars Southern Skate Showdown and Sekisui Japan.

He then gave a summary of hotel property and rate updates, Grand Opening event, the new 2025 marketing campaign, upcoming travel writers and influencer visits, fall events, and upcoming travels.

Chair's Report:

Mrs. Knight-Erwin discussed the resolution for the Visitor Enterprise CEA for fiscal year 2026.

Committee Reports:

Mrs. Knight-Erwin and the chair of the building committee, Mr. Punch, decided to end the building committee now that the new visitor center is complete. She thanked the members of that committee for their time and efforts during the planning and construction of the new visitor center.

New Business:

General Discussion:

Mr. Punch discussed getting an open/closed sign for the front entrance of the visitor center.

Mr. Walton Guidry arrived at 5:40pm and Mrs. Knight-Erwin announced that a quorum was present. Official business was then conducted.

Approval of Agenda:

Action Item #1: K. Williams moved to approve the agenda as presented; W. McKee seconded the motion. Motion passed (5-0).

Approval of Meeting Minutes:

Action Item #2: W. McKee moved to approve the July 2025 meeting minutes, as presented; J. Punch seconded the motion. Motion passed (5-0).

Approval of Financial Report:

Action Item #3: K. Williams moved to approve the financial report as presented; W. McKee seconded the motion. Motion passed (5-0).

Approval of Visitor Enterprise Resolution:

Action Item #4: K. Williams moved to approve the resolution as presented; W. McKee seconded the motion. Motion passed (5-0).

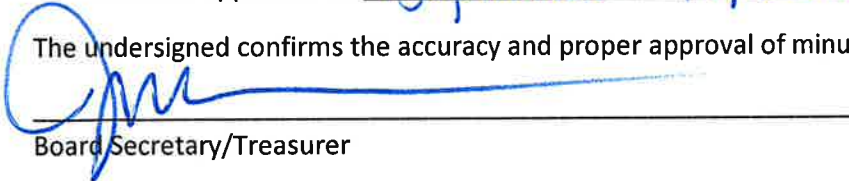
Adjournment:

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

The meeting was adjourned at 5:42 pm.

Minutes were approved on September 17, 2025.

The undersigned confirms the accuracy and proper approval of minutes


Board Secretary/Treasurer