

Louisiana's Cajun Bayou Tourism Visitor Center
4484 Hwy 1, Raceland, LA 70394

Board of Directors Meeting Minutes
Wednesday, October 16, 2024

The meeting was called to order at 4:37 pm

Members Present:

Marguerite Knight-Erwin, Vice Chair
Jeremy Punch, Secretary/Treasurer
Donnell Zeringue
Joshua Falgoust
Amy Hebert

Members Absent:

Monique Crochet, Chair
Kristine Strickland
Zina Sampey
Kyle Williams

Staff Present:

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

Public Present:

Approval of Agenda:

Action Item #1: J. Punch moved to approve the agenda as presented; A. Hebert seconded the motion. Motion passed (5-0).

Approval of Meeting Minutes:

Action Item #2: J. Punch moved to approve the August 2024 meeting minutes as presented; D. Zeringue seconded the motion. Motion passed (5-0).

Action Item #3: D. Zeringue moved to approve the September 2024 meeting minutes as presented; J. Falgoust seconded the motion. Motion passed (5-0).

Public Acknowledgments/Comment:

Financial Report:

Mr. Punch reported that Total Income for the month of August was **\$82,810.66**. Lodging Tax was **\$66,844.54**, Interest & Dividends Earned was **\$15,966.12**. Revenue exceeded expenses by **\$12,587.71** for the month. The Budget versus Actual Report was then discussed.

Mr. Punch reported that Total Income for the month of September was **\$78,514.26**. Lodging Tax was **\$63,371.33**, Interest & Dividends Earned was **\$15,142.93**. Expenses exceeded revenue by **\$42,568.44** for the month. The Budget versus Actual Report was then discussed.

Action Item #4: D. Zerinque moved to approve the financial report from August & September as presented; A. Hebert seconded the motion. Motion passed (5-0).

President and CEO's Report:

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

Then he announced that Louisiana's Cajun Bayou is once again partnering with Tangi Tourism to host the River Bell Classic Tailgate for the Nicholls vs. Southeastern game on November 21st. Louisiana Office of Tourism and well as Nicholls Alumni will also help with this event.

He then gave an update on the Wayfinding Signage Project. The permitting is still under review by DOTD and Louisiana's Cajun Bayou is working closely with DOTD regarding concerns with the Gateway signs.

Mr. Gray then announced that work on the 2025 budget has begun. A draft of the budget will be presented to the board in November and the budget hearing will be November 20, 2024, at 4:00 pm at the LCB Visitor Center.

He then gave an update on the changes/updates to the Open Meetings Law, Visitor Enterprise Funding, and the Lafourche Pavilion.

Lastly Mr. Gray then went over recent meetings, networking, fostered relationships, upcoming LCBT activities and meetings, and the Destination Promotion Report.

Sales & Marketing Report:

Mr. Gray went over the Monthly Sales and Outreach Report which included 4 sales leads: French FAM, Super Bowl 2025, Tundra Voyages, and Directions Tours. He then reported definite business with Y'Allstars Southern Skate Showdown, UL Management, Sun Tours, National Association of Counties, LaTour Intercollegiate Golf Tournament, and Southland Conference Tennis Championships. He also reported that there was no lost business.

He then gave a summary of hotel property and rate updates. He also discussed the Super Bowl, Potential Media Visit & Stories, Southeast Tourism Society's Connections Conference, LTA Travel Summit, and upcoming conferences and tradeshow.

Chair's Report:

Mrs. Knight-Erwin went over the Visitor Enterprise CEA Resolution for Fiscal Year 2025. Due To time constraints, the Executive Committee met and approved the CEA prior to the board meeting.

Action Item #5: J. Punch moved to ratify the Executive Committees approval of the Visitor Enterprise CEA Resolution as presented; A. Hebert seconded the motion. Motion passed (5-0).

Committee Reports:

The Special Projects committee gave a brief update on the exhibit design and construction progress.

Action Item #6: A. Hebert moved to approve the committee report as presented; D. Zeringue seconded the motion. Motion passed (5-0).

New Business:

General Discussion:

Adjournment:

The meeting was adjourned at 5:37 pm.

Minutes were approved on  Jeremy Punch Jeremy Punch (Nov 25, 2024 10:06 CST).

The undersigned confirms the accuracy and proper approval of minutes.

20/11/24
Board Secretary/Treasurer

10.2024 Minutes

Final Audit Report

2024-11-25

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