

**Louisiana's Cajun Bayou Tourism**  
**Board of Directors Meeting Minutes**  
**Wednesday, October 15, 2025**

The meeting was called to order at 4:34 pm

**Members Present:**

Marguerite Knight-Erwin, Chair  
William McKee  
Walton Guidry  
Joshua Falgoust  
Donnell Zeringue

**Members Absent:**

Monique Crochet, Vice Chair  
Jeremy Punch, Secretary/Treasurer  
Zina Sampey  
Kyle Williams

**Staff Present:**

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

**Public Present:**

Travis Hudspeth, Traffic Commander, LLC

**Approval of Agenda:**

Action Item #1: W. McKee 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 September 2025 meeting minutes as presented; W. McKee seconded the motion. Motion passed (5-0).

**Public Acknowledgments/Comment:**

Mrs. Knight-Erwin acknowledged that Mr. Travis Hudspeth with Traffic Commander was present.

**Financial Report:**

Mr. Gray reported that Total Income for the month of September was **\$65,619.52**. Lodging tax was **\$52,113.51** and Interest & Dividends Earned were **\$13,506.01**. Revenue exceeded expenses by **\$6,444.64** for the month. The Budget versus Actual Report was then discussed.

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

**President and CEO's Report:**

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

Next, he shared that work has begun on gathering information for a draft 2026 operating budget to present to the board in November.

Mr. Gray then announced that he scheduled a meeting with Parish President Mitch Orgeron to go over items between LCBT and parish government such as Wayfinding, the visitor center, and the pavilion.

He then reminded the board that once again the LCB team will be teaming up with Tangi Tourism for the NSU vs. SE game. This year the River Bell Classic tailgate will be hosted at Southeastern University and will be held on November 20<sup>th</sup> at 3:00 p.m.

Mr. Gray then shared that on October 22<sup>nd</sup> the center will host the Bayou Region Young Professionals Mixer in conjunction with the Thibodaux Chamber of Commerce.

Next Mr. Gray gave updates on Visitor Enterprise FY26, the Lafourche Pavilion, and Wayfinding Signage project.

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

**Sales & Marketing Report:**

Mr. Gray discussed the Monthly Sales and Outreach Report which included two sales leads: National Beard & Moustache Championship and Louisiana Seafood Cookoff. He then reported definite business with Y'Allstars Southern Skate Showdown, Sekisui Japan, UL Management, Les Ateliers Du Voyage, and Fernung Tours. He announced the lost business of Scenic Roads due to 3 airboats being down and not being able to accommodate their large French group.

He then gave a summary of hotel property and rate updates, Geaux Bold, upcoming travel writers, Radio Nemo Interview, Threshold 360, Nicholls XC Invitational, and upcoming travel.

**Chair's Report:**

The chair announced to the board that the Budget Hearing meeting will be held on November 19<sup>th</sup> at 4:00p.m.

**Committee Reports:**

**New Business:**

Mrs. Knight-Erwin announced that Traffic Commander, LLC, was the low bid for the Wayfinding Signage Program. She then presented the resolution for the Cajun Bayou Wayfinding Signage Program. She asked the board to approve the proposed resolution that accepts the bid from Traffic Commander, LLC, and authorizes Cody A. Gray to sign on behalf of the organization.

Action Item #4: J. Falgoust moved to approve the resolution as presented and to authorize Mr. Gray to sign on behalf of the Board; D. Zeringue seconded the motion. Motion passed (5-0).

**General Discussion:**

**Adjournment:**

Action Item #5: W. McKee moved to adjourn the meeting; J. Falgoust seconded the motion. Motion passed (5-0).

**The meeting was adjourned at 5:06 pm.**

Minutes were approved on 11/19/2025.

The undersigned confirms the accuracy and proper approval of minutes

Marguerite Knight Erwin  
Board Secretary/Treasurer — CHAIR