

**Louisiana's Cajun Bayou Tourism**  
**Board of Directors Meeting Minutes**  
**Wednesday, November 15, 2023**

**The meeting was called to order at 4:30 pm**

**Members Present:**

Marguerite Knight-Erwin, Chair  
Monique Crochet, Vice Chair  
Jeremy Punch, Secretary/Treasurer  
Donnell Zeringue  
Kyle Williams  
Amy Hebert  
Joshua Falgoust  
Kristine Strickland  
Zina Sampey

**Members Absent:**

**Staff Present:**

Cody Gray, President & CEO  
Brenda Trosclair, Travel Counselor

**Public Present:**

**Approval of Agenda:**

Action Item #1: D. Zeringue moved to approve the agenda as presented; M. Crochet seconded the motion. Motion passed (9-0).

**Approval of Meeting Minutes:**

Action Item #2: K. Strickland moved to approve the October 2023 meeting minutes as presented; K. Williams seconded the motion. Motion passed (9-0).

**Public Acknowledgments/Comment:**

**Financial Report:**

Mr. Punch reported that Total Income for the month of October was **\$246,106.41**. Lodging tax was **\$57,088.66** and Interest & Dividends Earned was **\$14,025.75**. Visitors Enterprise Fund was **\$174,992.00**. Revenue exceeded expenses by **\$136,057.95** for the month. The Budget versus Actual Report was then discussed.

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

Mr. Gray presented the 2024 proposed operations budget and went over the various revenue and expense line items.

Mrs. Marguerite Knight-Erwin brought up that the LPG-Marketing line-item needs to be amended from \$602,000 to \$702,000, which will warrant a revision to the Net Income line from (-) \$1,609,000 to (-) \$1,509,000, and the estimated general fund balance end of year 12/31/24, from \$1,626,866 to \$1,726,866. As amended, the total projected revenue is \$1,683,000, and the total expected expenditures are \$3,192,000. The board discussed and agreed.

Action Item #4: K. Strickland moved to adopt the 2024 operations budget as amended; D. Zerinque seconded the motion. Motion passed (9-0).

#### **President and CEO's Report:**

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

Next, he announced that he and Brandi attended an educational 2-day class held by the Louisiana Legislative Auditors office. The class discussed the 2024 statewide agreed upon procedures and other governmental topics.

He then discussed the changes to the Open Meeting Law that was passed during the 2023 legislative session and the creation of a policy to be adopted by the board.

Then he gave updates on the Visitor Enterprise Funding, Wayfinding Signage project, hotel development, and the DMAP Reaccreditation.

Last, he went over recent meetings, networking, fostered relationships, upcoming activities, and the Destination Promotion Report.

#### **Sales & Marketing Report:**

Mr. Gray went over the Monthly Sales and Outreach Report which included two sales leads: UFFL and Tumbleweed Tours. He then reported definite business with Marathon Petroleum, Nicholls Oh La La Group, Nicholls State Intramural Tournament, Nicholls UL Management, and Y'allstars Southern Skate Showdown. He also reported that there was no lost business.

He then gave a brief summary of hotel property and rate updates, Louisiana Culinary Trails, and Nicholls-Southeastern Tailgate. He reported on the upcoming hosting of Marsha Lederman from the Globe and Mail in Canada.

#### **Chair's Report:**

Mrs. Marguerite Knight-Erwin discussed the news received from Lafourche Parish Government that the building has been approved by FEMA to go out for bid in the coming weeks.

She then reported on the Fourchon State Park Stakeholder's meeting that herself and Mr. Gray attended. She discussed the major positive impact this would have on Lafourche Parish and the importance of supporting it. She briefly went over the amenities, plans, and timeline of the project.

#### **Committee Reports:**

The Special Project committee gave an update on the final set of plans for the building, which is now going out to bid.

The TIP committee gave an update on the BBQ, Bourbon, & Blues Festival and the E.D. White Historic Site project.

**New Business:**

**General Discussion:**


**Adjournment:**

Action Item #5: J. Punch moved to adjourn the meeting; J. Falgoust seconded the motion. Motion passed (9-0).

**The meeting was adjourned at 5:09 pm.**

Minutes were approved on 12/20/2023.

The undersigned confirms the accuracy and proper approval of minutes

  
Board Secretary/Treasurer