

**Louisiana's Cajun Bayou Tourism**  
**Board of Directors Meeting Minutes**  
**Wednesday, November 20, 2024**

The meeting was called to order at 4:30 pm

**Members Present:**

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

**Members Absent:**

Joshua Falgoust  
Kristine Strickland

**Staff Present:**

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

**Public Present:**

**Approval of Agenda:**

Action Item #1: D. Zeringue moved to approve the agenda as presented; A. Hebert seconded the motion. Motion passed (7-0).

**Approval of Meeting Minutes:**

Action Item #2: J. Punch moved to approve the October 2024 meeting minutes as presented; Z. Sampey seconded the motion. Motion passed (7-0).

**Public Acknowledgments/Comment:**

**Financial Report:**

Mr. Punch reported that Total Income for the month of October was **\$334,789.65**. Lodging tax was **\$57,246.31** and Interest & Dividends Earned were **\$15,055.34**. Visitors Enterprise Fund was **\$262,448.00**. Revenue exceeded expenses by **\$281,794.45** for the month. The Budget versus Actual Report was then discussed.

Action Item #3: M. Knight-Erwin moved to approve the financial report as presented; K. Williams seconded the motion. Motion passed (7-0).

Mr. Gray presented the 2025 proposed operations budget and went over the various revenue and expense line items.

Action Item #4: M. Knight-Erwin moved to adopt the 2025 operations budget as presented; A. Hebert seconded the motion. Motion passed (7-0).

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

Mr. Gray then discussed the two-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 changes to statewide agreed upon procedures and other governmental topics.

He then announced that Louisiana's Cajun Bayou, in partnership with Tangi Tourism, Nicholls Alumni, and the Louisiana Office of Tourism will be hosting the River Bell Classic Tailgate. The event to be held on November 21, 2024, will be catered by Sphar's. Food, drinks, giveaways, and live music will also be available.

Then he gave updates on the Wayfinding Signage project. He went over the options regarding the issues concerning the gateway signage. After discussing the options, the board agreed to move forward with vehicular gateway signage instead of monument style gateway signage. Mr. Gray will work with MERJE and DOTD to make the necessary changes for their review.

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

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

Mr. Gray went over the Monthly Sales and Outreach Report which included three sales leads: French FAM, Super Bowl 2025, and Powerlifting America. He then reported definite business with Y'allstars Southern Skate Showdown, UL Management, Sun Tours, National Association of Counties, 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, the new 2025 campaign, Super Bowl, Chef John Folse Culinary Institute, LA Cajun Bayou-Tangi Tailgate Partnership, and upcoming conference/trade shows.

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

Mrs. Crochet went over the ADV Removal Funding Opportunity and asked the board to approve the ADV Grant letter of support on behalf of the organization.

Action Item #5: K. Williams moved to approve the letter of support as presented; D. Zeringue seconded the motion. Motion passed (7-0).

She they reminded the board about Ethics Training and discussed the board Christmas Party.

**Committee Reports:**

The Employee Relations committee went over the changes made to the Employee Handbook.

Action Item #6: D. Zerinque moved to approve the report as presented; K. Williams seconded the motion. Motion passed (7-0).

Action Item #7: J. Punch moved to approve the changes to the handbook as presented; Z. Samey seconded the motion. Motion passed (7-0).

The Special Projects committee gave an update on the exhibit design and construction progress on the new visitor center.

Action Item #8: Z. Samey moved to approve the report as presented; A. Hebert seconded the motion. Motion passed (7-0).

**New Business:**

**General Discussion:**

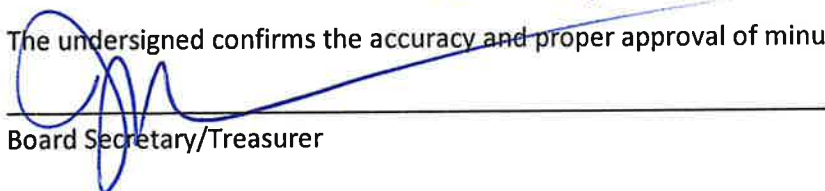
**Adjournment:**

Action Item #9: A. Hebert moved to adjourn the meeting; Z. Samey seconded the motion. Motion passed (7-0).

**The meeting was adjourned at 5:08 pm.**

Minutes were approved on December 18, 2024.

The undersigned confirms the accuracy and proper approval of minutes

  
Board Secretary/Treasurer