

Louisiana's Cajun Bayou Tourism

Board of Directors Meeting Minutes

Wednesday, November 19, 2025

The meeting was called to order at 4:30 pm

Members Present:

Marguerite Knight-Erwin, Chair
Donnell Zeringue
Kyle Williams
Walton Guidry
Zina Sampey
William McKee

Members Absent:

Monique Crochet, Vice Chair
Jeremy Punch, Secretary/Treasurer
Joshua Falgoust

Staff Present:

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

Public Present:

Robert Theriot 4:54pm

Approval of Agenda:

Action Item #1: Z. Sampey moved to approve the agenda as presented; W. McKee seconded the motion. Motion passed (6-0).

Approval of Meeting Minutes:

Action Item #2: D. Zeringue moved to approve the October 2025 meeting minutes as presented; Z. Sampey seconded the motion. Motion passed (6-0).

Public Acknowledgments/Comment:

Financial Report:

Mr. Gray reported that Total Income for the month of October was **\$201,218.53**. Lodging tax was **\$54,100.51**, Interest & Dividends Earned were **\$13,695.18**, Visitors Enterprise Fund was **\$174,992.00**, and Pavilion Income was **\$120.00**. Revenue exceeded expenses by **\$182,147.19** for the month. The Budget versus Actual Report was then discussed.

Action Item #3: K. Williams moved to approve the financial report as presented; D. Zeringue seconded the motion. Motion passed (6-0).

Mr. Gray presented the 2026 proposed operations budget and went over the various revenue and expense line items.

Mrs. Knight-Erwin acknowledged that Mr. Robert Theriot was present at 4:54 p.m.

Action Item #4: D. Zeringue moved to adopt the 2026 operations budget as presented; W. Guidry seconded the motion. Motion passed (6-0).

Donnell Zeringue left the meeting at 5:00 p.m. A quorum was still present.

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, quarter three hotel performance, and occupancy tax comparison between this year and last year.

Next, he 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 20th at 2:00 p.m.

He then announced that following the December board meeting, our annual Christmas Open House will be held.

Mr. Gray then gave updates on Visitor Enterprise FY 2026, 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. Wallis went over the Monthly Sales and Outreach Report which included one sales lead: FIRST Tech Challenge Robotics Tournament. He then reported definite business with Y'allstars Southern Skate Showdown, UL Management, Les Ateliers Du Voyage, and Fernung Tours. He also reported that there was no lost business.

He then gave a summary of hotel property and rate updates, upcoming travel writer/Influencer visits, River Bell Classic, Jean Lafitte Wetlands Acadian Cultural Center, Threshold 360, Group Travel Leader FAM Trip, NTA TREX Conference, Travel South International, and Upcoming Travels.

Chair's Report:

Executive Session-Employee Performance Review.

Action Item #5: K. Williams moved to go into Executive Session according to La. R.S. 42.17 (A)(1)-Executive Session Employee Performance Review; Z. Sampey seconded the motion. Motion passed (5-0).

Action Item #6: W. Guidry moved to end the Executive Session; K. Williams seconded the motion. Motion passed (5-0).

Action Item #7: W. Guidry moved to increase the President & CEO's annual salary by \$5,000; W. McKee seconded the motion. Motion passed (5-0).

Mrs. Knight-Erwin presented the 2025 Audit Engagement Letters.

Action Item #8: K. Williams moved to approve the 2025 Audit Engagement Letters as presented; W. McKee seconded the motion. Motion passed (5-0).

She then proposed moving the monthly board meetings, starting in 2026, to the second Wednesday of the month.

Action Item #9: W. Guidry moved to approve the proposal as presented; W. McKee seconded the motion. Motion passed (5-0).

Committee Reports:

New Business:

General Discussion:

Adjournment:

Action Item #10: W. McKee moved to adjourn the meeting; K. Williams seconded the motion. Motion passed (5-0).

The meeting was adjourned at 5:31 pm.

Minutes were approved on _____.

The undersigned confirms the accuracy and proper approval of minutes

Board Secretary/Treasurer