

Louisiana's Cajun Bayou Tourism

Board of Directors Meeting Minutes
Wednesday, December 17, 2025

The meeting was called to order at 4:30 pm

Members Present:

Marguerite Knight-Erwin, Chair
Monique Crochet, Vice Chair
Donnell Zeringue
Kyle Williams
Walton Guidry at 4:32 p.m.
Zina Sampey
Joshua Falgoust

Members Absent:

Jeremy Punch, Secretary/Treasurer
William McKee

Staff Present:

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

Public Present:

Robert Theriot

Approval of Agenda:

Action Item #1: J. Falgoust moved to approve the agenda as presented; K. Williams seconded the motion.
Motion passed (6-0).

Approval of Meeting Minutes:

Action Item #2: D. Zeringue moved to approve the November 2025 budget hearing minutes as presented;
W. Guidry seconded the motion. Motion passed (7-0).

Action Item #3: Z. Sampey moved to approve the November 2025 meeting minutes as presented;
K. Williams seconded the motion. Motion passed (7-0).

Action Item #4: M. Crochet moved to approve the Executive Committee meeting minutes as presented;
M. Knight-Erwin seconded the motion. Motion passed (7-0).

Action Item #5: M. Crochet moved to approve the Employee Relations Committee meeting minutes as
presented;
M. Knight-Erwin seconded the motion. Motion passed (7-0).

Public Acknowledgments/Comment:

Mr. Robert Theriot gave an update on the Center for Traditional Louisiana Boat Building.

Financial Report:

Mr. Gray went over the need to revise the 2025 Operations Budget to comply with applicable laws and restrictions. He went over the necessary changes.

Action Item #6: M. moved to approve the revised 2025 operations budget as presented; J. Falgoust seconded the motion. Motion passed (7-0).

Mr. Gray reported that Total Income for the month of November was **\$68,483.98**. Lodging tax was **\$55,646.60** and Interest & Dividends Earned were **\$12,837.38**. Expenses exceeded revenue by **\$4,769.67** for the month. The Budget versus Actual Report was then discussed.

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

President and CEO's Report:

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

Next, he gave partner updates on the Dansereau House, Chine's Net Shop, and the Oaks and Origins Festival.

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 two sales leads: Exciting West and Major League Table Tennis. 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, Mardi Gras 2026, the River Bell Classic, Threshold 360, Destinations International, Group Travel Leader FAM Trip, Travel South International, and LTLA.

M. Crochet left the meeting at 5:00 p.m. A quorum was still present.

Chair's Report:

Committee Reports:

The Wayfinding Committee gave an update on the progress of the project. A change order request from the contractor was then presented to the board for a 30-day extension to the assembly period.

Action Item #8: K. Williams moved to approve the change order as presented; D. Zeringue seconded the motion. Motion passed (6-0).

New Business:

Mr. Gray went over the required Sexual Harassment Training with the board.

General Discussion:

J. Falgoust announced he will be moving to Florida and leaving the board of directors. M. Knight-Erwin thanked him for his service to the board.

Adjournment:

Action Item #9: D. Zeringue moved to adjourn the meeting; J. Falgoust seconded the motion. Motion passed (6-0).

The meeting was adjourned at 5:24 pm.

Minutes were approved on 11/14/17.

The undersigned confirms the accuracy and proper approval of minutes

11/14/17

Board Secretary/Treasurer

Board Member