Louisiana's Cajun Bayou Tourism

Board of Directors Meeting Minutes
Wednesday, June 10, 2026

The meeting was called to order at 4:30 pm

Members Present:
Marguerite Knight-Erwin, Chair
Walton Guidry
William McKee
Nicole Emerson
Zina Sampey

Members Absent:
Monique Crochet, Vice Chair
Jeremy Punch, Secretary/Treasurer
Kyle Williams
Donnell Zeringue

Staff Present:
Jay Schexnaydre, President & CEO
Ian Wallis, Sales & Marketing Manager
Brandi Hebert, Finance/Operations Manager

Public Present:
Robert Theriot

Approval of Agenda:

Action Item #1: Z. Sampey moved to approve the agenda as presented; W. McKee seconded the motion. Motion passed (5-0).

Approval of Meeting Minutes:

Action Item #2: W. McKee moved to approve the May 2026 meeting minutes as presented; Z. Sampey seconded the motion. Motion passed (5-0).

Action Item #3: Z. Sampey moved to approve the April Executive Committee meeting minutes as presented; W. Guidry seconded the motion. Motion passed (5-0).

Action Item #4: W. Guidry moved to approve the May Executive Committee meeting minutes as presented; W. McKee seconded the motion. Motion passed (5-0).

Public Acknowledgments/Comment:

Financial Report:

Mrs. Knight-Erwin reported that Total Income for the month of May was **$95,434.05.** Lodging tax was **$84,081.51** and Interest & Dividends Earned were **$11,352.54.** Expenses exceeded revenue by **$186,719.94** for the month. The Budget versus Actual Report was then discussed.

Action Item #5: Z. Sampey moved to approve the financial report as presented; W. Guidry seconded the motion. Motion passed (5-0).

President and CEO's Report:

Mr. Schexnaydre gave an update on his meetings with LCBT partners. Over the last month he has attended the ribbon cutting at Paddycake's Parlor, met with the director of the Bayou Country Children's Museum, toured the Emergency Operations Center and visited the future observation tower construction site & pavilion at the Greater Lafourche Port Commission. He also met with the Deputy Port Director, Security Specialist, & the director of Grants & Communications while there. He attended the Thibodaux-Loudin Twinning Association celebration of America 250, the Cajun Heritage Festival, & the Gheens Bon Mange' Festival.

He then discussed the Cooperative Marketing Program, pavilion rentals, the visitor entrance sign, the Wayfinding Signage project, Manning Passing Academy, the 19th annual Louisiana Seafood Cook-off, and welcomed new board member, Nicole Emerson.

Lastly, Mr. Schexnaydre went over recent meetings, networking, fostered relationships, and upcoming LCBT activities.

Sales & Marketing Report:

Mr. Wallis discussed the weekly occupancy report for May2026 and went over the two-year occupancy comparison.

He then went over the Monthly Sales and Outreach Report which included one sales lead: Jane's Journeys.

He then reported definite business with FPUSA National Men's Triple Tournament, Fernung Tours, Manning Passing Academy, Galaxiom, & Sun Tours.

Mr. Wallis then gave a summary of hotel property and rate updates, Cajun Bayou Food Trail Re-launch, visitor guide, upcoming travel writers, Louisiana Attractions Symposium, Manning Passing Academy welcome reception, LTLA, The Local Lafourche, Golden Meadow-Fourchon Tarpon Rodeo Media Event, and upcoming travels.

Mr. Wallis then went over the Destination Promotion Report.

Chair's Report:

Mrs. Knight-Erwin reported that due to time constraints, the Executive Committee met and approved the CMP FY27 Resolution.

Action Item #6: Z. Sampey moved to ratify the Executive Committees approval of the CMP FY27 Resolution as presented; W. Guidry seconded the motion. Motion passed (5-0).

Committee Reports:

New Business:

The annual review and changes to the Employee Handbook were discussed.

Action Item #7: W. McKee moved to approve the change to the handbook as presented; W. Guidry seconded the motion. Motion passed (5-0).

General Discussion:

Adjournment:

Action Item #8: Z. Sampey moved to adjourn the meeting; N. Emerson seconded the motion. Motion passed (5-0).

The meeting was adjourned at 5:28 pm.

Minutes were approved on July 8, 2024.

The undersigned confirms the accuracy and proper approval of minutes

Board Member