

Louisiana's Cajun Bayou Tourism
Board of Directors Meeting Minutes
Wednesday, July 8, 2026

The meeting was called to order at 4:35 pm

Members Present:

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

Members Absent:

William McKee
Walton Guidry

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: K. Williams moved to approve the agenda as presented; M. Crochet seconded the motion. Motion passed (7-0).

Approval of Meeting Minutes:

Action Item #2: M. Crochet moved to approve the June 2026 meeting minutes as presented; N. Emerson seconded the motion. Motion passed (7-0).

Public Acknowledgments/Comment:

Financial Report:

Mr. Punch reported that Total Income for the month of June was **\$142,196.08**. Lodging tax was **\$131,612.48**, Pavilion Income was **\$420.00**, and Interest & Dividends Earned were **\$10,163.60**. Revenue exceeded expenses by **\$75,617.72** for the month. The Budget versus Actual Report was then discussed.

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

President and CEO's Report:

Mr. Schexnaydre gave an update on his meetings with LCBT partners. Over the last month he has had meetings with Miles Media, CoStar, Nicholls State Athletics, HTV10, and Merry and Bright Bayou Lights. He toured the Krewe of Apollo's den and the Coastal Center. He shared that the team was able to showcase the visitor center to over 30 plus Louisiana travel industry members by hosting a LTLA dinner. He attended the LCVB & LTA board meeting in Toledo Bend, the Fourchon Energy Association welcome party, Friday Night Lights, the Golden Meadow Fourchon Tarpon Rodeo, and the 60th anniversary open house event at for the Thibodaux Chamber of Commerce.

He then discussed the Cooperative Marketing Program, pavilion rentals, the visitor entrance sign, the Wayfinding Signage project, Manning Passing Academy, and acknowledged Mr. John Adams on making five years with Louisiana's Cajun Bayou.

Sales & Marketing Report:

Mr. Wallis discussed the weekly occupancy report for June 2026 and went over the two-year occupancy comparison.

He then went over the Monthly Sales and Outreach Report. 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, IPW 2027, the visitor guide, upcoming travel writers, Manning Passing Academy welcome reception, LTLA, and upcoming travels.

Mr. Wallis then went over the Destination Promotion Report.

Chair's Report:

Mrs. Knight-Erwin reported that she had completed Mr. Schexnaydre's 90-day review and discussed goals for the rest of the year.

Committee Reports:**New Business:****General Discussion:**

Adjournment:

Action Item # 4: M. Crochet moved to adjourn the meeting; J. Punch seconded the motion. Motion passed (7-0).

The meeting was adjourned at 5:24 pm.

Minutes were approved on _____.

The undersigned confirms the accuracy and proper approval of minutes

Board Member