Louisiana's Cajun Bayou Tourism

Board of Directors Meeting Minutes
Wednesday, August 12, 2026

The meeting was called to order at 4:35 pm

Members Present:
Marguerite Knight-Erwin, Chair
William McKee
Walton Guidry
Donnell Zeringue
Kyle Williams

Members Absent:
Monique Crochet, Vice Chair
Jeremy Punch, Secretary/Treasurer
Zina Sampey
Nicole Emerson

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

Public Present:

Approval of Agenda:

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

Approval of Meeting Minutes:

Action Item #2: D. Zeringue moved to approve the July 2026 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 July was **$20,505.52.** Office of Tourism was **$10,000.00** and Interest & Dividends Earned were **$10,505.52.** Expense exceeded revenue by **$87,733.62** for the month. The Budget versus Actual Report was then discussed.

<u>Action Item #3: K. Williams moved to approve the financial report as presented; W. McKee seconded the motion. Motion passed (5-0).</u>

President and CEO's Report:

Mr. Schexnaydre gave an update on his meetings with LCBT partners. The meetings included Outscape, Datafy, Holiday Inn Thibodaux, Q1 Media, State Director of Welcome Centers, The Engine is Red, Threshold 360, Girl Scouts of America, Callahan's Computer Services, Nicholls Athletics, Dansereau House, & Team Louisiana. He also attended Galaxiom, Destinations International annual conference, Business at Breakfast, Louisiana Architecture Foundation film screening, ribbon cutting at Bayou Country Children's Museum, a tour of Nicholls campus & farm, Night at the Museum, Pitch Night, Lafourche Heritage Society annual seminar, Lafourche Parish council meeting, a visit to the Greater Lafourche Port Commission, appeared on FOX8/Nola Now, and hosted journalist Megan Braden-Perry.

He then discussed the Cooperative Marketing Program, pavilion rentals, the visitor entrance sign, the Wayfinding Signage project, and server migration.

<u>Action Item #4: W. Guidry moved to deviate from the agenda to discuss Chair's Report; K. Williams seconded the motion. Motion passed (5-0).</u>

Chair's Report:

Mrs. Knight-Erwin went over the Visitor Enterprise CEA Resolution for Fiscal Year 2027.

<u>Action Item #5: K. Williams moved to approve the resolution as presented; D. Zeringue seconded the motion. Motion passed (5-0).</u>

Mrs. Knight-Erwin then discussed the Segmentation Application for Scenic Byway. This will be discussed in detail at the next meeting.

Sales & Marketing Report:

Mr. Wallis went over the Destination Promotion Report.

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

He then went over the Monthly Sales and Outreach Report which included one sales lead: NJCAA Beach Volleyball Championships. He then reported definite business with Girl Scouts of America, America & Beyond, FPUSA National Men's Triple Tournament, Galaxiom, Tumbleweed Tours, Road Scholar, Y'AllStars Southern Skate Showdown, & Sun Tours.

Mr. Wallis then gave a summary of hotel property and rate updates, Cajun Bayou Food Trail, SE Spotlight conference, Destinations International conference, FOX8/Nola Now, The Local Lafourche, upcoming travel writers, new visitor guides, & upcoming travel.

Committee Reports:

New Business:

The new visitor guides were discussed**.**

General Discussion:

Mr. Williams announced that he is working to get the beautification and tourism commission of Golden Meadow board revitalized.

Adjournment:

The meeting was adjourned at 6:08 pm.

Minutes were approved on ____.

The undersigned confirms the accuracy and proper approval of minutes

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Board Member