Louisiana's Cajun Bayou Tourism

Board of Directors Meeting Minutes
Wednesday, September 9, 2026

The meeting was called to order at 4:35 pm

Members Present:
Marguerite Knight-Erwin, Chair
Monique Crochet, Vice Chair
Zina Sampey at 4:55pm
Nicole Emerson
William McKee
Donnell Zeringue
Kyle Williams

Members Absent:
Jeremy Punch, Secretary/Treasurer
Walton Guidry

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

Public Present:
None

Approval of Agenda:

Action Item #1: D. Zeringue moved to approve the agenda as presented; M. Crochet seconded the motion. Motion passed (6-0).

Approval of Meeting Minutes:

Action Item #2: K. Williams moved to approve the August 2026 meeting minutes as presented; W. McKee seconded the motion. Motion passed (6-0).

Public Acknowledgments/Comment:

Financial Report:

Mrs. Knight-Erwin reported that Total Income for the month of August was **$84,559.72.** Lodging Tax was **$73,731.64**and Interest & Dividends Earned were **$10,828.08.** Revenue exceeded expenses by **$19,859.59** for the month. The Budget versus Actual Report was then discussed.

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

President and CEO's Report:

Mr. Schexnaydre gave an update on partner meetings and fostered relationships with LCBT partners. The meetings included Spoonbill Coffee and Jamie Chauvin with Core Technology. He also attended the Mid-South Women in Tourism Luncheon and Fundraiser, Louisiana Travel Association Annual Summit, the ESTO conference, and the Love of Waterways statewide kickoff in New Orleans as well as the Lafourche Parish kickoff at the Coastal Center. Mr. Schexnaydre also took part in Workforce Wednesday where he visited Bayou Community Academy.

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

Sales & Marketing Report:

Mr. Wallis went over the Destination Promotion Report.

Mr. Wallis then discussed the weekly occupancy report for August 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 Louisiana East, E.D. White 40th Reunion, America & Beyond, FPUSA National Men's Triple Tournament, Tumbleweed Tours, Road Scholar, Y'AllStars Southern Skate Showdown, & Sun Tours.

Mr. Wallis then gave a summary of hotel property and rate updates, Acadian Heritage Day, Love our Waterways month, the Local Lafourche, upcoming travel writers, visitor guides, & upcoming travel.

Chair's Report:

Mrs. Knight-Erwin asked for a motion to open the floor to discuss the Segmentation Application for the Scenic Byway.

Action Item #4: M. Crochet moved to open the floor for the discussion as presented; Z. Sampey seconded the motion. Motion passed (7-0).

Action Item #5: A motion was offered by Marguerite Knight-Erwin to approve the Segmentation Application for the Scenic Byway and carried by a vote of (0) yeas, (7) nays, and (2) absent. Motion failed.

Next Mrs. Knight-Erwin discussed the bids received for the visitor entrance sign.

Action Item #5: M. Crochet moved to accept the bid from AAA Signs, LLC, for $155,447.00 as presented; W. McKee seconded the motion. Motion passed (7-0).

Mrs. Knight-Erwin then discussed the Jean Lafitte National Park Designation. A letter of support was discussed.

Action Item #6: K. Willaims moved to offer a letter of support as presented; D. Zeringue seconded the motion. Motion passed (7-0).

Committee Reports:

New Business:

General Discussion:

Mrs. Zina Sampey announced that when her term ends on December 31, 2026, she will not be returning to the board of directors.

Adjournment:

The meeting was adjourned at 5:52 pm.

Minutes were approved on _____.

The undersigned confirms the accuracy and proper approval of minutes

_____

Board Member