Louisiana's Cajun Bayou Tourism

Board of Directors Meeting Minutes
Wednesday, October 15, 2026

The meeting was called to order at 4:30 pm

Members Present:
Marguerite Knight-Erwin, Chair
Monique Crochet, Vice Chair
Zina Sampey
Nicole Emerson at 4:32 pm
William McKee at 4:42 pm
Donnell Zeringue
Kyle Williams
Walton Guidry

Members Absent:
Jeremy Punch, Secretary/Treasurer

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: 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: M. Crochet moved to approve the September 2026 meeting minutes as presented; K. Williams seconded the motion. Motion passed (6-0).

Public Acknowledgments/Comment:

Financial Report:

Mrs. Knight-Erwin reported that Total Income for the month of September was **$251,290.89** Pavilion Income was **$300.00**, Lodging Tax was **$65,657.87,** Interest & Dividends Earned were **$10,341.02**, and Visitors Enterprise Fund was **$174,992.00**. Revenue exceeded expenses by **$91,913.40** 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 (8-0).

President and CEO's Report:

Mr. Schexnaydre gave an update on partner meetings and fostered relationships with LCBT partners. He attended the Thibodaux City Council meeting, Friends of E.D. White Historic Site Annual Membership meeting, and a meeting with the Sugar Institute. Mr. Schexnaydre also attended the welcome reception for Leadership Lafourche, Table Francaise du South Lafourche at the Lafont House, State of the Pace 2027, the Foundation Dinner at John Folse Culinary Institute, and took part in Workforce Wednesday. He let the board know that Sports on the Bayou takes place every Tuesday and is open to attend and congratulated Brandi Hebert on her 3-year work anniversary. Bayou Community Academy.

He then discussed the pavilion rentals, Visitor Enterprise Fund, the visitor entrance sign, the Wayfinding Signage project, the visitor guide project, 2026 budgeting, upcoming travel, and upcoming events.

Sales & Marketing Report:

Mr. Wallis went over the Destination Promotion Report.

Mr. Wallis then discussed the weekly occupancy report for September 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 E.D. White 40th reunion, Arkangelo Viaggi, FPUSA National Men's Triples Tournament, Tumbleweed Tours, Road Scholar, Y'Allstars Southern Skate Showdown, and Sun Tours.

Mr. Wallis then gave a summary of hotel property and rate updates, the Local Lafourche, upcoming travel writers, Louisiana Gumbo Festival, billboards, visitor guides, & upcoming travel.

Chair's Report:

Mrs. Knight-Erwin asked for a motion to increase the promotional item line to $4,000.00 to cover the food trail shirts.

Action Item #4: M. Crochet moved to approve the motion as presented; W. McKee seconded the motion. Motion passed (8-0).

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. William McKee announced that the Laurel Valley Fall Festival is taking place on Sunday October 18, 2026.

Adjournment:

Action Item #5: M. Crochet moved to adjourn the meeting; D. Zeringue seconded the motion. Motion passed (8-0).

The meeting was adjourned at 5:30 pm.

Minutes were approved on _____.

The undersigned confirms the accuracy and proper approval of minutes

_____

Board Member