

Louisiana's Cajun Bayou Tourism
Board of Directors Meeting Minutes
Wednesday, May 20, 2020

The meeting was called to order at 5:15 p.m.

Members Present:

Jeremy Punch, Chair
Marguerite Knight-Erwin, Vice Chair
Monique Crochet, Secretary/Treasurer
Kristine Strickland
Donnell Zeringue
Joshua Falgoust
Greg Gaubert
Zina Sampey
Kyle Williams

Members Absent:

Staff Present:

Timothy P. Bush, President & CEO
Bree Plaisance, Office Manager
Cody Gray, Director of Sales and Marketing

Public Present:

Judy Randall
Arianna Mace
Marcus Lawson
Mike Spadier

Approval of Agenda:

Action Item #1: K. Strickland moved to approve the agenda as presented; K. Williams seconded the motion. Motion passed (9-0).

Approval of Meeting Minutes:

Action Item #2: M. Crochet moved to approve the minutes as presented; D. Zeringue seconded the motion. Motion passed (9-0).

Public Acknowledgments/Comment:

None

Financial Report:

Ms. Crochet presented the April financial report. She noted that revenue was only \$2,501.35 for the month. This was due to two payments being recorded for the month of March. Ms. Crochet reported that expenses exceed revenue for the month by \$69,304.64.

Action Item #3: D. Zeringue moved to approve the financial report as presented; G. Gaubert seconded the motion. Motion passed (9-0).

President and CEO's Report

Mr. Bush didn't go through his written report due to time constraints but asked if anyone had any questions and moved on to the presentations.

2019 Visitor and Lodging Study Presentation

Mrs. Judy Randall of Randall Travel Marketing presented the Lodging Study (comprehensive lodging report) and the Visitor Study (visitor research report) in full. The data was gathered and compiled through 2019.

2020

Mr. Bush presented the new upcoming campaign marketing, Remember Lafourche. The campaign will include digital, print, out-of-home advertising, social media and public relations. The campaign will be focused on a 280-mile radius of Lafourche Parish, targeting those potential visitors who will be looking for shorter getaways.

Chair's Report

No report.

Committee Reports:

None

General Discussion:

Board members suggested that Randall's presentation be shared with local business leaders and government. Mr. Gaubert announced that Carmel Inn has been purchased. Also, grants for festivals were requested and there was further discussion on the need to increase locations for shopping in Lafourche Parish.

Adjournment:

Action Item #3: M. Crochet moved to adjourn the meeting; G. Gaubert seconded the motion. Motion passed (9-0).

The meeting was adjourned at 6:48 p.m.

Minutes were approved on 6/17/20

The undersigned confirms the accuracy and proper approval of minutes

Marguerite Knight Eason
Board Secretary/Treasurer