

Louisiana's Cajun Bayou Tourism  
Board of Directors Meeting Minutes  
Wednesday, September 16, 2020

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

**Members Present:**

Jeremy Punch, Chair  
Marguerite Knight Erwin, Vice Chair  
Donnell Zeringue  
Kyle Williams  
Greg Gaubert  
Kristine Strickland

**Members Absent:**

Monique Crochet, Secretary/Treasurer  
Zina Sampey  
Joshua Falgoust

**Staff Present:**

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

**Public Present:**

**Approval of Agenda:**

Action Item #1: M. Knight Erwin moved to approve the agenda as presented; K. Strickland seconded the motion. Motion passed (6-0).

**Approval of Meeting Minutes:**

Action Item #2: K. Strickland moved to approve the minutes as presented; D. Zeringue seconded the motion. Motion passed (6-0).

**Public Acknowledgments/Comment:**

None

**Financial Report:**

Mr. Punch presented the August financial report. He noted that total income for the month of August was \$70,648.45. He also stated that revenue was \$67,519.86, other income of \$128.59 was from interest earned, and miscellaneous income of \$3,000.00 was from a marketing grant given by the Office of Tourism. Revenue exceeded expense by \$12,316.61 for the month.

Mr. Punch called attention to the lodging tax fund being historically larger this month and year due to the oilfield contracting hotel rooms because of the COVID-19 pandemic. He also showed us that the budget is now more in line due to the adjustments made in the last board meeting.

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

### **President and CEO's Report**

Mr. Bush discussed occupancy still being high and how it will remain that way throughout 2020 because hotel rooms have been contracted by the oilfield to hold workers in quarantine due to the COVID-19 pandemic. He also spoke about other CVB offices and visitor centers being closed during the pandemic to cut costs, having staff work remotely. Mr. Bush then updated us on the impacts and aftermath of Hurricane Laura. Several CVB's in the affected area had damage to their offices. In addition, some staff lost their homes entirely or had severe damage.

### **Chair's Report**

Mr. Punch had no report but asked to move to an executive session.

Action Item #4: K. Williams moved to go into executive session; G. Gaubert seconded the motion. Motion passed (6-0).

Action Item #5: D. Zerinque moved to close executive session; K. Strickland seconded the motion. Motion passed (6-0).

Action Item #6: K. Williams moved to go into recess; G. Gaubert seconded the motion. Motion passed (6-0).

Action Item #7: K. Strickland moved to reconvene; K. Williams seconded the motion. Motion passed (6-0).

Action Item #8: M. Knight Erwin moved to offer interim director position to Cody A. Gray; G. Gaubert seconded the motion. Motion passed (6-0).

Mr. Gray thanked the board for the opportunity.

### **Committee Reports:**

None

### **General Discussion:**

Mr. Gray introduced Bayou Feast Restaurant Month that will run October 1st-31<sup>st</sup>, annually. It will be to promote our local restaurants for a special month long celebration of food. All restaurants were invited to participate and given several deal options to choose from to offer their customers. He also spoke about our plan to promote upcoming fall festivals, although most have cancelled due to the COVID-19 pandemic, he is hopeful that the remaining will go on. In addition he stated that we will begin promoting holiday events soon. All of these things are in an effort to target day trippers within a 100 mile radius or locals due to our hotels being at capacity because of oilfield workers and the pandemic.

**Adjournment:**

Action Item #9: D. Zerinque moved to adjourn the meeting; K. Williams seconded the motion. Motion passed (7-0).

**The meeting was adjourned at 6:36 p.m.**

Minutes were approved on 10/14/2020.

The undersigned confirms the accuracy and proper approval of minutes

Marquante Knight Guinn  
Board Secretary/Treasurer Vice Chair