

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
Aug. 10, 2022

St. Landry Parish Tourist Commission held its monthly meeting Wednesday, Aug. 10 at 5:30 p.m. at the SLP Visitor Center in Opelousas.

Present

Herman Fuselier* Executive Director
Mary Doucet, Yvonne Normand
Sylvia Guidry-Brown, Link Savoie
Delita Rubin-Broussard
Mary Hawkins* Communications Manager
Sarah Wise* Marketing Director

Not Present

John Slaughter, Angelia Guillory

Guests Present

Brian Chriceol, Bayou Trail Project
Hallie Coreil, Town of Washington

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	President Sylvia Guidry-Brown called the Aug. 10 meeting to order.	The minutes from the July 13 meeting were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Bayou Trail Project</u>	Brian Chriceol gave update on the creation of a statewide hiking trail, which Lt. Gov. Billy Nungesser has endorsed.	Yvonne Norman made a motion that commission endorse the trail. Mary Doucet second. Unanimously approved.	Ongoing
<u>Grant application</u>	Hallie Coreil requested \$6,800 for design and printing of Historic Washington Tour maps and rack cards.	Mary Doucet made a motion to approve. Link Savoie second. Unanimously approved.	Concluded
<u>Financial Report</u> General Fund St. Landry Parish Special Projects Account Tourism Revival Fund Visitor Center Debt Service	Parish occupancy tax collection for June 2022 totaled \$43,391.22. The current balance in the General Fund, following payment of bills, totaled \$277,305.95. Washington State Bank Account balance stands at \$240,597.55. The account balance stands at \$223,266.81. Current balance \$298,220.	A motion was made by Delita Rubin-Broussard to accept the financial report as presented. Mary Doucet second. Unanimously approved.	Concluded

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Staff Reports</u> Herman Fuselier Executive Director Sarah Wise Marketing Director Mary Hawkins Communication Manager	Reports had been emailed prior to meeting for review. Fuselier said the Cravins family boucherie in Mallet was featured on “World of Flavor” on National Geographic TV. Wise reported printing and updating of promo rack cards, recipe cards and other marketing items continue. Hawkins said information on the Fete Dieu du Teche in Leonville was one of the most visited sites online.	No other action needed.	Concluded
<u>New business</u> French/Canadian visitors Aug. 21 40 th annual Original Zydeco Music Festival Travel Bloggers Exchange pre-tour	Fuselier reported media and tour operators from France and Canada will tour the parish Aug. 21. Fuselier noted the festival celebrates a landmark anniversary with various events Sept. 2-3 in Opelousas. Fuselier said TBEX bloggers, who reach an audience of 35 million, visit the parish Oct. 11-12 during their Lafayette conference.	No other action needed. No other action needed. No other action needed.	Ongoing Ongoing Ongoing
<u>Meeting Adjourned</u>	Next regular meeting for 5:30 p.m. Sept. 14 at the Visitor Center (tentative).	Yvonne Normand moved that with no further business to discuss, the meeting be adjourned. Mary Doucet second. Unanimously approved.	Concluded