

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
Jan. 10, 2024

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

Present
Herman Fuselier* Executive Director
Sylvia Guidry-Brown
Yvonne Normand, Angie Guillory
Stephanie Tompkins, Delita Rubin-Broussard
Mary Hawkins*, Communications Manager
Sarah Wise*, Marketing Director

Not Present
Mary Doucet
John Slaughter

Guests Present
Camille Farrah Lenain

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the Jan. 10 meeting to order.	The minutes from the Dec. 13 meeting were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing grant application</u> Camille Farrah Lenain	Lenain requested \$5,045 marketing assistance for “Sisters of the Hunt,” a photo exhibit on La. female hunters,” March 2 – May 26 at Nunu Art Collective in Arnaudville.	Angie Guillory made a motion, with a second from Stephanie Tompkins, to fully fund the request. Unanimously approved.	Concluded
<u>Old business</u> Visitor Center sign design	Doug Oregeron and Bryan Quebedeaux of 3D Signs were scheduled but did not attend the meeting.	Angie Guillory made a motion, with a second from Stephanie Tompkins to table the discussion until the 3D reps can attend. Unanimously approved. Fuselier will continue to search for other proposals.	Ongoing
<u>Financial Report</u> General Fund St. Landry Parish Special Projects Account	Parish occupancy tax collection for November 2023 was \$39,452.24. The current balance in the General Fund, following payment of bills, totaled \$34,482.28. Washington State Bank Account balance stands at \$252,900.72.	A motion was made by Delita Rubin Broussard to accept the financial report as presented. Yvonne Normand second. Unanimously approved.	Concluded
Tourism Revival Fund Visitor Center Debt Service	The fund balance stands at \$70,284.98. Current balance \$50,731.51.		

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<p><u>Staff Reports</u></p> <p>Herman Fuselier Executive Director</p> <p>Mary Hawkins Communication Manager</p> <p>Sarah Wise Marketing Director</p>	<p>Reports had been emailed prior to meeting for review.</p> <p>Fuselier reported the Opelousas Museum recorded 1,650 visitors in 2023, the highest total since 2018.</p> <p>Hawkins reported online traffic shows Billy’s Boudin and Evangeline Downs as top visitor day points of interests.</p> <p>Wise said her media advertising schedule, with budget reductions, is complete for 2024.</p>	<p>No other action needed.</p>	<p>Concluded</p>
<p><u>Old business</u></p> <p>PBS “Love Eat Travel” update</p> <p>February meeting date</p>	<p>Wise reported the debut of the PBS travel episode on St. Landry Parish has been delayed until Fall 2024. A rough edit was received, suggested improvements will be made.</p> <p>Due to the Mardi Gras and Valentine holidays, several commissioners are unable to attend the regular meeting on Feb. 14.</p>	<p>No other action needed.</p> <p>Guillory, with second from Tompkins, made a motion to move the next meeting to 5:30 p.m. Feb. 22. Unanimously approved.</p>	<p>Ongoing</p> <p>Concluded</p>
<p><u>Meeting Adjourned</u></p>	<p>Next regular meeting for 5:30 p.m. Feb. 22 at the St. Landry Parish Visitor Center in Opelousas.</p>	<p>Yvonne Normand moved that, with no further business to discuss, the meeting be adjourned. Angie Guillory second. Unanimously approved.</p>	<p>Concluded</p>