

ST. LANDRY PARISH TOURIST COMMISSION  
MONTHLY MINUTES  
May 10, 2023

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

Present

Herman Fuselier\* Executive Director  
Yvonne Normand, Angelia Guillory  
Mary Doucet, John Slaughter, Delita Rubin-Broussard  
Stephanie Tompkins  
Sarah Wise\*, Marketing Director  
Mary Hawkins\*, Communications Manager

Not Present

Sylvia Guidry-Brown

Guests Present

Lena Charles, Original SW La. Zydeco Festival

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Vice president Mary Doucet called the May 10 meeting to order.	The minutes from the April 12 meeting were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>New commissioner introduction</u>	Stephanie Tompkins was introduced as the new commissioner, chosen April 19 by the Parish Council	No other action needed.	Concluded
<u>Grant application</u> Lena Charles, Original SW La. Zydeco Festival	Charles asked for \$5,826.77 in marketing assistance for the 2023 festival, set for Sept. 1-2.	Mary Doucet made a motion to approve the request and add \$700 for rack card distribution assistance for a total of \$6,526.77. Delita Rubin Broussard second. Unanimously approved.	Concluded
<u>Financial Report</u> General Fund	Parish occupancy tax collection for March 2023 totaled \$41,511.35. The current balance in the General Fund, following payment of bills, totaled \$83,081.85.	A motion was made by Yvonne Normand to accept the financial report as presented. Angelia Guillory second. Unanimously approved.	Concluded
St. Landry Parish Special Projects Account	Washington State Bank Account balance stands at \$298,849.41.		
Tourism Revival Fund	The account balance stands at \$105,114.73.		
Visitor Center Debt Service	Current \$169,537.50.		

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u><b>Staff Reports</b></u>  Herman Fuselier Executive Director  Mary Hawkins Communication Manager  Sarah Wise Marketing Director	Reports had been emailed prior to meeting for review.  Fuselier detailed 31 appointments with journalists at the Travel South USA Media Marketplace in New Orleans.  Hawkins said Chicago is now appearing among the top five cities visiting the cajuntravel.com website.  Wise reported the Visitor Center is listed with Harvest Host, which allows visitors to stay on property in exchange for visiting a local attraction, restaurant or event.	No other action needed.	Concluded
<u><b>Old business</b></u> Visitor Center sign design  Financial Disclosure Statements  <u><b>New business</b></u> Tourist Commission officers	Commissioners reviewed design submitted by Jerome Ford. Megan Barra will send a proposal by May 24.  Fuselier reminded commissioners that annual Financial Closure statements are due May 15.  Fuselier reported the election of commission officers had not been held since the board had been lacking a member.	Commissioners told Fuselier to have Ford add "Visitor Center" to his submissions for further review. Will review Barra's proposal at the June meeting.  Commissioners received web site directions, if needed.  With president Sylvia Guidry-Brown absent, commissioners will wait until June meeting.	Ongoing  Concluded  Ongoing
<u><b>Meeting Adjourned</b></u>	<b>Next regular meeting for 5:30 p.m. June 14 at the St. Landry Parish Visitor Center in Opelousas.</b>	Yvonne Normand moved that, with no further business to discuss, the meeting be adjourned. John Slaughter second. Unanimously approved.	Concluded