

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
Jan. 11, 2023

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. Jan. 11 at 5:30 p.m. at Toby's Downtown in Opelousas.

Present

Herman Fuselier* Executive Director

Angelia Guillory

Sylvia Guidry-Brown,

Mary Doucet, Delita Rubin Broussard

Sarah Wise*, Marketing Director

Mary Hawkins*, Communications Manager

Not Present

John Slaughter

Yvonne Normand

Lincoln Savoie

Guests Present

None

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	President Sylvia Guidry-Brown called the Jan. 11 meeting/holiday dinner to order.	The minutes from the Dec. 14 meeting were accepted. (Motion is not necessary, only acceptance as presented)	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 Nov. 2022 totaled \$28,180.81. The current balance in the General Fund, following payment of bills, totaled \$148,667.36. Washington State Bank Account balance stands at \$294,130.22. The account balance stands at \$171,177.29. Current balance, \$298,220.	A motion was made by Angelia Guillory to accept the financial report as presented. Delita Rubin Broussard second. Unanimously approved.	Concluded

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Staff Reports</u> Herman Fuselier Executive Director Mary Hawkins Communication Manager Sarah Wise Marketing Director	Reports had been emailed prior to meeting for review. Fuselier reported 2023 goals include Datafy visitor analytics and Washington billboard partnership. Hawkins's goals include expanded social media postings, along with an increase in blogs and festival attendance. Wise plans to increase Allons Manger! participation and more promotion of birding and the parish's Spiritual Trail.	No other action needed.	Concluded
<u>New business</u> Tourist Commission vacancy	Fuselier reported Lincoln Savoie resigned for health reasons, effective immediately. Parish Council was notified with an official letter and will begin advertising the vacancy soon.	No other action needed.	Ongoing
<u>Meeting Adjourned</u>	Next regular meeting for 5:30 p.m. Feb. 8 at the St. Landry Parish Visitor Center in Opelousas.	Mary Docuet moved that with no further business to discuss, the meeting be adjourned. Angelia Guillory second. Unanimously approved.	Concluded