

ST. LANDRY PARISH TOURIST COMMISSION  
MONTHLY MINUTES  
July 11, 2024

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. July 11 at the St. Landry Parish Visitor Center in Opelousas.

Present

Herman Fuselier\* Executive Director  
Sylvia Guidry-Brown, Mary Doucet  
Yvonne Normand, Stephanie Tompkins,  
Angelia Guillory  
Sarah Wise\*, Marketing Director  
Mary Hawkins\*, Communications Manager

Not Present

John Slaughter  
Delita Rubin-Broussard

Guests Present

Sharon Andrus, Sweet Dough Pie Festival

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the July 11 meeting to order.	June 12 minutes were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing grant application</u> Sharon Andrus, Sweet Dough Pie Festival	Louviere requested \$3,725.00 for promotional help for the 2024 Sweet Dough Pie Festival in Grand Coteau.	Mary Doucet made a motion to fund the festival request for the full amount. Yvonne Normand second. Unanimously approved.	Concluded
<u>Financial Report</u> General Fund	Parish occupancy tax collection for April was \$48,361.19. The current balance in the General Fund, following payment of bills, totaled \$35,551.64.	A motion was made by Angelia Guillory to accept the financial report as presented. Yvonne Normand second. Unanimously approved.	Concluded
St. Landry Parish Special Projects Account	Washington State Bank Account balance stands at \$106,194.27.		
Tourism Revival Fund	The fund balance stands at \$6,999.86.		
Visitor Center Debt Service	Balance is zero.		

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<p><b><u>Staff Reports</u></b></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 a successful booth promotion with neighboring parishes at the Waterfront Blues Festival.</p> <p>Hawkins said 1 million impressions for a Tony Chachere birthday post was a record social media post.</p> <p>Wise reported the Cooperative Marketing Agreement was executed with the \$10,000 payment expected soon.</p>	<p>No other action needed.</p>	<p>Concluded</p>
<p><b><u>Old business</u></b></p> <p>Tourist Commission officers</p> <p>American Bank access letter</p> <p><b><u>New business</u></b></p> <p>Visitor Center lighting</p> <p>New travel counselor</p>	<p>Mary Doucet suggested that current officers remain in place for the remainder of the year.</p> <p>Fuselier revisited process to add his named to the bank information for transaction access.</p> <p>Fuselier reported Bourque’s Signs submitted a \$4,300 estimate for addition lighting on the Visitor Center tower. The company suggested a new sign with a black background and white letters to improve visibility.</p> <p>Fuselier informed commissioners that Theresa Williamson has been hired as a travel counselor.</p>	<p>After appropriate nominations and seconds, the officers remain Sylvia Guidry Brown (president), Mary Doucet (vice president), Yvonne Normand (secretary) and Angelia Guillory (treasurer). Unanimously approved.</p> <p>Information still needed from check signer John Slaughter, who did not attend the meeting.</p> <p>Yvonne Normand made a motion, with Angelia Guillory second, to approve the estimate and obtain examples of the lettering and information on moving the sign up on the tower.</p> <p>No further action needed.</p>	<p>Concluded</p> <p>Ongoing</p> <p>Ongoing</p> <p>Concluded</p>
<p><b><u>Meeting Adjourned</u></b></p>	<p><b>Next regular meeting for 5:30 p.m. Aug. 14 at the St. Landry Parish Visitor Center in Opelousas.</b></p>	<p>Angelia Guillory moved that, with no further business to discuss, the meeting be adjourned. Mary Doucet second. Unanimously approved.</p>	<p>Concluded</p>