

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

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

Present
Herman Fuselier* Executive Director
John Slaughter, Sylvia Guidry-Brown
Yvonne Normand, Mary Doucet
Stephanie Tompkins
Mary Hawkins*, Communications Manager
Sarah Wise*, Marketing Director

Not Present
Delita Rubin-Broussard
Angie Guillory

Guests Present
George Marks, NUNU Arts Collective
Megan Barra, Megan Barra Design
Sonny Landreth

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the Oct. 11 meeting to order.	The minutes from the Sept. 13 meeting were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing grant application</u> George Marks, NUNU Arts Collective <u>Financial Report</u> General Fund St. Landry Parish Special Projects Account Tourism Revival Fund Visitor Center Debt Service	Marks requested \$4,000 in marketing assistance to continue a newsletter, radio and social media advertising. Parish occupancy tax collection for August 2023 totaled \$48,455.71. The current balance in the General Fund, following payment of bills, totaled \$49,127.99. Washington State Bank Account balance stands at \$241,057.30. The fund balance stands at \$85,315.42. Current balance \$50,731.51.	Yvonne Normand made a motion, with a second from Mary Doucet, to fully fund the request. Unanimously approved. A motion was made by Mary Doucet to accept the financial report as presented. Stephanie Tompkins second. Unanimously approved.	Concluded Concluded

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 more than 100 people attended the “Coton Jaune” documentary screening and exhibit.</p> <p>Hawkins reported the month’s best Instagram post was the “Coton Jaune” exhibit at the Visitor Center.</p> <p>Wise has begun revising the parish visitor guide, which will be released in early 2024.</p>	<p>No other action needed.</p>	<p>Concluded</p>
<p><u>Old business</u> Visitor Center sign design</p> <p><u>New business</u> 2022 audit report</p> <p>Opelousas Long-Range Transportation Plan</p>	<p>Megan Barra presented a proposal for a sign that would highlight acrylic letters and an accordion on the center’s east wall.</p> <p>Fuselier presented a bound volume of the annual audit, which included a clean report for the commission.</p> <p>Fuselier asked commissioners to participate and share an online survey that seeks the public’s input on the transportation needs for the city of Opelousas.</p>	<p>Commissioners asked Barra to seek an electrical addition that would highlight letters from the rear.</p> <p>No action needed.</p> <p>No action needed.</p>	<p>Ongoing</p> <p>Concluded</p> <p>Concluded</p>
<p><u>Meeting Adjourned</u></p>	<p>Next regular meeting for 5:30 p.m. Nov. 8 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. Mary Doucet second. Unanimously approved.</p>	<p>Concluded</p>