

ST. LANDRY PARISH TOURIST COMMISSION  
MONTHLY MINUTES  
Jan. 12, 2022

St. Landry Parish Tourist Commission held its monthly meeting Wednesday, Jan. 12 at 5:30 p.m. via Zoom ID 833 1117 9934.

Present

Herman Fuselier, Executive Director  
Mary Doucet  
John Slaughter, Yvonne Normand  
Sylvia Guidry-Brown, Angelia Guillory  
Delita Rubin-Broussard  
Sarah Wise, Marketing Director

Not Present

Mary Hawkins, Comm. Manager  
Ginger Lecompte

Guests Present

None

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Mary Doucet called the Jan. 12 meeting to order.	The minutes from the Dec. 8 meeting were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>State Proclamation</u> 235 JBE 2021	Herman Fuselier acknowledged that due to the coronavirus infection surge, the meeting was being held virtually, in accordance with the extension of the governor's public health emergency declaration.	No discussion.	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 November 2021 totaled \$60,726.89. The current balance in the General Fund, following payment of bills, totaled \$306,162.26.  Washington State Bank Account balance stands at \$240,794.89.  A new account in Washington State Bank, an account for American Rescue Plan Act funds, has \$227,455.85.  Current balance \$392,500.00.	Approval of the financial report is pending, following John's Slaughter's "average collected" question on the WSB statement of the new account. Fuselier will secure the answer.	Ongoing

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<b><u>Staff Reports</u></b>  Communications report  Herman Fuselier Executive Director  Sarah Wise Marketing Director	Reports had been emailed prior to meeting for review.  Reports show increases in web site sessions, visitors and page views.  Fuselier gave a Visitor Enterprise Fund update, along with details on National Geographic TV filming in the parish.  Wise reported new promo videos for the parish are finished. State and regional campaign ads have begun.	Regarding the communications report, John Slaughter requested that future numbers compare present stats to the previous month or year.	Concluded
<b><u>New Business</u></b> Grant process review  Tourist Commission term appointments  2022 budget signature	Wise reviewed the commission's Event Marketing and Project Assistance Grant process.  With terms expiring in February, Fuselier review the application process and state law with commissioners.  Fuselier requested officer signatures on the 2022 budgets, which were approved at the Dec. 2021 meeting.	Portions of the process will be reviewed each month to help commissioners stay abreast. Fuselier will seek a legal opinion on the use of executive sessions during grant presentations.  Commissioners urged to turn in reappointment applications before Feb. 2 deadline.  Fuselier will secure signatures from Mary Doucet and John Slaughter in person, after Zoom meeting.	Ongoing  Ongoing  Concluded
<b><u>Meeting Adjourned</u></b>	<b>Next regular meeting for 5:30 p.m. Feb. 9 at the St. Landry Parish Visitor Center.</b>	Yvonne Normand moved that with no further business to discuss, the meeting be adjourned. Sylvia Guidry-Brown second. Unanimously approved.	Concluded