

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
July 12, 2023

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. June 14 at the St. Landry Parish Visitor Center in Opelousas.

Present

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

Not Present

Angelia Guillory

Guests Present

Jerome Ford
Megan Barra

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the July 12 meeting to order.	The minutes from the June 14 meeting were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Visitor Center sign presentations</u>	<p>Artist Jerome Ford explained his artwork that will include murals of local icons and industries.</p> <p>Barra explained preliminary sketches of a yard sign that will include an accordion and SLP Tourism's logo.</p>	Commissioners will continue to review their designs. Barra will return with architect Stephen Ortego to explain dimensions and physical layout of the yard sign.	Ongoing
<u>Financial Report</u>			
General Fund	Parish occupancy tax collection for May 2023 totaled \$43,346.51. The current balance in the General Fund, following payment of bills, totaled \$68,129.53.	A motion was made by Delita Rubin Broussard 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 \$240,305.51.		
Tourism Revival Fund Visitor Center Debt Service	The fund balance stands at \$93,955.61. Current \$50,731.51.		

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 a successful trip to the Waterfront Blues Festival with St. Martin Parish and Lafayette tourism. Hawkins continues to review Threads, the new social media app that may challenge Twitter. Wise reported adjustments to marketing campaigns since the state reduced its Cooperative Marketing Program.	No other action needed.	Concluded
<u>Old business</u> PBS “Love Travel Eat” update <u>New business</u> New promo items IT room air conditioning	Fuselier reported the PBS crew was in the parish recording for the new travel show that will debut next spring. Fuselier unveiled new promotional items received from Chef Paul Magic Blend Seasonings. Fuselier reported a water leak from the AC unit of the IT room caused ceiling tile to collapse.	The staff will share a preview video, which PBS should have ready by fall. Items will be shared during the state’s Travel Summit in August and upcoming tourism trips. As repairs continue, damage appears to be minimal. An insurance claim may be cancelled.	Ongoing Concluded Ongoing
<u>Meeting Adjourned</u>	Next regular meeting for 5:30 p.m. Aug. 9 at the St. Landry Parish Visitor Center in Opelousas.	Mary Doucet moved that, with no further business to discuss, the meeting be adjourned. Delita Rubin Broussard second. Unanimously approved.	Concluded