

ST. LANDRY PARISH TOURIST COMMISSION  
MONTHLY MINUTES  
June 12, 2024

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. June 12 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  
Angela Louviere, Cemetery Tours

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the June 12 meeting to order.	The March and May 2024 minutes were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing grant application</u> Angela Louviere, Cemetery Tours	Louviere requested \$3,761,74 for promotional help for the annual Cemetery Tours and Historical Reenactments.	Angelia Guillory made a motion that due to non-compliance with the 2023 application, the event not be funded but still promoted. Mary Doucet second. Unanimously approved.	Concluded
<u>Financial Report</u> General Fund	Parish occupancy tax collection for April was \$48,641.92. The current balance in the General Fund, following payment of bills, totaled \$41,603.95.	A motion was made by Mary Doucet 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 \$160,194.27.		
Tourism Revival Fund	The fund balance stands at \$18,612.26.		Concluded
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 Gator by the Bay in San Diego.</p> <p>Hawkins said use of new software that estimates attendance at local festivals and events.</p> <p>Wise reported an application was submitted for the annual Cooperative Marketing Agreement with the state.</p>	<p>No other action needed.</p>	<p>Concluded</p>
<p><b><u>Old business</u></b> Visitor Center sign discussion</p> <p><b><u>New business</u></b> Tourist Commission officers</p> <p>Clifton Chenier Day art unveiling</p> <p>Delek US turnaround</p> <p>July meeting date</p>	<p>Jeromy Boutte of Bass LTD presented a proposal of \$50,978.82 for new signage facing Interstate 49.</p> <p>Officer elections were scheduled for the meeting.</p> <p>Fuselier informed commissioners of the unveiling event June 22 at the Opelousas Museum.</p> <p>Fuselier informed commissioners of the 2,000 temporary workers that will be in Krotz Springs from September to mid-November for the refinery's turnaround. Emails and letters were sent to hotel and tourism partners.</p> <p>Fuselier asked to move the date from July 10 to July 11 to accommodate his return from the Waterfront Blues Festival in Portland, OR.</p>	<p>Guillory made a motion to table signage discussion, due to cost concerns, and directed Fuselier to obtain additional tower lighting proposal from Bourque's Signs. Yvonne Normand second. Unanimously approved.</p> <p>Guillory voted to table to election until the July meeting, when more commissioners may be present. Stephanie Tompkins second. Unanimously approved.</p> <p>No further action needed.</p> <p>No further action needed.</p> <p>Mary Doucet made a motion, Angie Guillory second, to move the next meeting to July 11.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Concluded</p> <p>Concluded</p> <p>Concluded</p>
<p><b><u>Meeting Adjourned</u></b></p>	<p><b>Next regular meeting for 5:30 p.m. July 11 at the St. Landry Parish Visitor Center in Opelousas.</b></p>	<p>Angie Guillory moved that, with no further business to discuss, the meeting be adjourned. Mary Doucet second. Unanimously approved.</p>	<p>Concluded</p>

