

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
Dec. 13, 2023

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. Dec. 13 at the St. Landry Parish Visitor Center in Opelousas.

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

Not Present
None

Guests Present
None

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the Dec. 13 meeting to order.	The minutes from the Nov. 8 meeting were accepted. (Motion is not necessary, only acceptance as presented)	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 October 2023 was \$44,546.70. The current balance in the General Fund, following payment of bills, totaled \$43,512.75. Washington State Bank Account balance stands at \$290,305.45. The fund balance stands at \$73,369.42. Current balance \$50,731.51.	A motion was made by Angie Guillory to accept the financial report as presented. Delita-Rubin Broussard second. Unanimously approved.	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 detailed interviews with 50 travel planners at the Travel South International Showcase in Memphis.</p> <p>Hawkins reported a 49 percent decline in online sessions, first visits and pageviews after the end of an ad run.</p> <p>Wise is close to finalizing the 2024 advertising budget while continuing to revise the visitor guides.</p>	<p>No other action needed.</p>	<p>Concluded</p>
<p><u>Old business</u></p> <p>Clifton Chenier Tribute Project</p> <p>Visitor Cener sign design updates</p> <p><u>New business</u></p> <p>General Fund budget signatures</p> <p>January meeting, holiday dinner location</p>	<p>Fuselier gave further details on the \$10,000 assistance approved for the recording by Valcour Records of Eunice.</p> <p>The 3D Intl Custom proposal, with commissioners concerned about costs that range from \$56,872.70 to \$82,308.83, was reviewed.</p> <p>Official signatures were needed for the 2024 General Fund budget, which was approved at the November meeting.</p> <p>Commissioners considered hosting holiday dinner at the Jan. 10 meeting.</p>	<p>No other action needed.</p> <p>John Slaughter made a motion to pay designer Megan Barra her \$2,500 fee. Stephanie Tompkins second. Unanimously approved.</p> <p>John Slaughter made a motion that director reach out to other sign companies for a competitive bid. Delita Rubin-Broussard second. Unanimously approved.</p> <p>Mary Doucet made a motion for director to seek costs of trimming trees on the Exit 25 billboard for better visibility. John Slaughter second. Unanimously approved.</p> <p>Sylvia Guidry Brown, Angelia Guillory signed and Herman Fuselier signed. No further action needed.</p> <p>Mary Doucet made a motion with guests attending, a regular meeting be held Jan. 10. Yvonne Normand second. Unanimously approved.</p>	<p>Concluded</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. Dec. 13 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. Angie Guillory second. Unanimously approved.</p>	<p>Concluded</p>