

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
May 16, 2024

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. May 16 at the St. Landry Parish Visitor Center in Opelousas.

Present

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

Not Present

John Slaughter
Delita Rubin-Broussard
Angelia Guillory

Guests Present

Mayor Dwight Landreneau, Town of Washington
Lena Charles, Original SWLA Zydeco Festival

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the May 16 meeting to order.	No minutes were accepted. April meeting cancelled due to severe weather. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing grant applications</u> Dwight Landreneau, Town of Washington	Landreneau requested \$5,597.50 to update the Town of Washington brochures.	Yvonne Normand made a motion, with a second from Stephanie Tompkins, to fully fund the request. Unanimously approved.	Concluded
Lena Charles, Original SWLA Zydeco Festival	Charles requested \$6,738.00 in media advertising for the 42 nd annual event.	Mary Doucet made a motion, with a second by Yvonne Normand, to fully fund the request. Unanimously approved.	Concluded
<u>Financial Report</u> General Fund	Parish occupancy tax collection for March was \$42,406.11. The current balance in the General Fund, following payment of bills, totaled \$48,557.88.	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 \$160,160.26.		
Tourism Revival Fund	The fund balance stands at \$18,607.12.		
Visitor Center Debt Service	Balance is zero.		

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 financial sponsorship of a Mavis Fruge documentary that will debut in June on LPB.</p> <p>Hawkins said Allison's BBQ in Eunice was the month's most popular post on Facebook.</p> <p>Wise reviewed marketing grant application scoring with commissioners.</p>	<p>No other action needed.</p>	<p>Concluded</p>
<p><u>Old business</u></p> <p>Visitor Center sign discussion</p> <p>American Bank access letter</p> <p><u>New business</u></p> <p>Cooperative Marketing Program resolution</p> <p>Financial Disclosure Statements due</p> <p>Travel Counselor opening</p>	<p>Jeromy Boutte of Bass LTD signs did not attend the meeting due to severe weather threat.</p> <p>John Slaughter signature needed to add Fuselier's name to the American Bank account.</p> <p>Resolution needed to authorize Fuselier's signature on the financial marketing agreement with the state.</p> <p>Fuselier reminded commissioners that statements were due May 15 to the state.</p> <p>Fuselier reported a staff vacancy as Jane Simpson resigned after three years.</p>	<p>Boutte is rescheduled for the June meeting. An updated proposal from 3D Signs is also scheduled.</p> <p>Slaughter did not attend the meeting. Action will be revisited at the June meeting.</p> <p>Yvonne Normand motion, with second from Stephanie Tompkins, to approve the resolution. Unanimously approved.</p> <p>No further action needed.</p> <p>Search has begun for replacement. Fuselier will keep commissioners informed.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Concluded</p> <p>Concluded</p> <p>Ongoing</p>
<p><u>Meeting Adjourned</u></p>	<p>Next regular meeting for 5:30 p.m. June 12 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>