

ST. LANDRY PARISH TOURIST COMMISSION  
MONTHLY MINUTES  
Feb. 8, 2023

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. Feb. 8 at 5:30 p.m. at the St. Landry Parish Visitor Center in Opelousas.

Present

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

Not Present

Delita Rubin-Broussard  
(vacant)

Guests Present

Patrick Melnick – Opel. Museum & Interpretive Center

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	President Sylvia Guidry-Brown called the Feb. 8 meeting to order.	The minutes from the Jan. 11 meeting were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Grant application</u> Opelousas Museum & Interpretive Center  <u>Financial Report</u> General Fund  St. Landry Parish Special Projects Account  Tourism Revival Fund  Visitor Center Debt Service	Patrice Melnick requested \$4,713.21 for website development, brochures and images for the museum.  Parish occupancy tax collection for Dec 2022 totaled \$53,558.66, bringing the annual total to \$506,984.69. The current balance in the General Fund, following payment of bills, totaled \$127,642.47.  Washington State Bank Account balance stands at \$425,855.17.  The account balance stands at \$171,191.83.  Current balance, \$235,333.74.	Mary Doucet made a motion to approve the request in full. John Slaughter second. Unanimously approved.  A motion was made by Angelia Guillory to accept the financial report as presented. Yvonne Normand second. Unanimously approved.	Concluded

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u><b>Staff Reports</b></u>  Herman Fuselier Executive Director  Mary Hawkins Communication Manager  Sarah Wise Marketing Director	Reports had been emailed prior to meeting for review.  Fuselier reported his official graduation from the La. Travel Association's Leadership Academy Jan. 19.  Hawkins said online sessions, visitors and page views have increased by a minimum of 125 percent each.  Wise detailed upcoming video shoots with the Great Day Louisiana show from WWL-TV in New Orleans.	No other action needed.	Concluded
<u><b>Old business</b></u> Tourist Commission vacancy  <u><b>New business</b></u> Revenue      Bond      Series payments  La. Compliance Questionnaire  Cooperative Marketing Program	Fuselier said Parish Government has yet to advertise for the seat vacated by Link Savoie.  Commissioners discussed early payment of the remaining Visitor Center notes, which stand at \$235,333.74.  Fuselier requested approval of the La. Compliance Questionnaire, needed for the annual audit.  Sarah Wise requested Fuselier be approved to execute the annual marketing support plan from the state.	The commission will continue to monitor.  Yvonne Normand made a motion to table the discussion for further research and planning. Mary Doucet second. Unanimously approved.  Mary Doucet made a motion, with second by Angelia Guillory, to approve the request. Unanimously approved.  Angelia Guillory made a motion, with second by Yvonne Normand at approve. Unanimously approved.	Ongoing  Ongoing  Concluded  Concluded
<u><b>Meeting Adjourned</b></u>	<b>Next regular meeting for 5:30 p.m. March 8 at the St. Landry Parish Visitor Center in Opelousas.</b>	Yvonne Normand moved that, with no further business to discuss, the meeting be adjourned. Angelia Guillory second. Unanimously approved.	Concluded