

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

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. Nov. 8 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
Charles Landreau. Washington Community Festival
Mayor Dwight Landreaneau, Town of Washington
Kayla Heinen, Eunice Chamber of Commerce

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the Nov. 8 meeting to order.	The minutes from the Oct. 11 meeting were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing grant application</u> Charles Landreneau, Washington Community Festival Kayla Heinen, Eunice Chamber of Commerce <u>Financial Report</u> General Fund St. Landry Parish Special Projects Account Tourism Revival Fund Visitor Center Debt Service	Landreneau requested \$5,026 in marketing assistance for the March 23 event in Washington. Heinen requested \$3,590 in marketing assistance for the 37 th World Championship Crawfish Etouffee Cook-off Parish occupancy tax collection for September 2023 was \$42,967.08. The current balance in the General Fund, following payment of bills, totaled \$43,051.22. Washington State Bank Account balance stands at \$333,693.78. The fund balance stands at \$80,333.26. Current balance \$50,731.51.	Angie Guillory made a motion, with a second from Mary Doucet, to fully fund the request. Unanimously approved. John Slaughter made a motion, with a second from Delita Rubin-Broussard, to fully fund the request. Unanimously approved. A motion was made by Mary Doucet to accept the financial report as presented. Yvonne Normand second. Unanimously approved.	Concluded Concluded 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 reported the Nov. 18 election in Eunice includes a vote for a 2% hotel occupancy tax for the city.</p> <p>Hawkins reported Chicago remains one of the top cities to visit the cajuntravel.com web site.</p> <p>Wise continues to revise the English and French editions of the parish visitor guide, which will be released in 2024.</p>	<p>No other action needed.</p>	<p>Concluded</p>
<p><u>Old business</u></p> <p>Exit 25 billboard update</p> <p>Visitor Cener sign design updates</p> <p><u>New business</u></p> <p>Tourisms Luncheon Nov. 16</p> <p>Holiday dinner</p> <p>Proposed budgets 2024</p>	<p>Fuselier reported Twin Oaks Tree Service cut nine trees around the billboard for clearer visibility to travelers.</p> <p>Designer Megan Barra reported by email that the final proposal has been delayed. 3D Intl Custom Sign is concerned about using a crane on the property.</p> <p>Fuselier invited commissioners to the event at The Parlor in Opelousas.</p> <p>Commissioners discussed a date and location for the annual holiday dinner.</p> <p>Proposed budgets for 2024, based on figures from 2023, with adjustments, were presented for consideration. Yvonne Normand proposed staff salary increases, which commissioners approved.</p>	<p>No other action needed.</p> <p>The company will scout the property for scaffolding use. Barra will attempt a final proposal at the December meeting.</p> <p>No action needed.</p> <p>Commissioners decided to wait until January at a location to be determined at the Dec. meeting.</p> <p>Normand motioned, Mary Doucet second, to accept budgets for 2024. Unanimously approved with signed drafts to be completed at the December meeting.</p>	<p>Concluded</p> <p>Ongoing</p> <p>Concluded</p> <p>Ongoing</p> <p>Ongoing</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>