

ST. LANDRY PARISH TOURIST COMMISSION  
MONTHLY MINUTES  
June 13, 2018

St. Landry Parish Tourist Commission met on Wednesday, June 13, 2018 at 3:00PM, in Opelousas at the St. Landry Parish Visitor Center.

Present

Mary Doucet  
Wil Giron  
Suzanne LaHaye  
Yvonne Normand  
Kelly Pitre  
John Slaughter  
Caitlin Bussey\*  
Celeste Gomez\*  
Sarah Wise\*

Not Present

Ginger Lecompte

Guest Present

Sharon Green, St. Landry Cemetery Tours

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Chairman Suzanne LaHaye called the June meeting to order.  It was moved that the Grant applications be considered first on the agenda.	The minutes for the May meeting were accepted as presented. Approved unanimously.	Concluded.
<u>Financial Report</u> General Fund  St. Landry Parish Special Projects Account  Visitor Center Debt Service	Parish Occupancy tax for the month of April totaled \$32,286.40. The current balance in the General Fund, following payment of bills, is \$166,483.07.  Washington State Bank Account balance stands at \$70,656.26. This reflects deposit of remaining funds for.  Current balance \$707,500.00.	A motion was made by Kelly Pitre to accept the financial report and to pay the bills. Yvonne Normand seconded. Unanimously approved. (Motion is not necessary, only acceptance as presented)  *Note – Public comment was called for and none was heard.	Concluded.
<u>Staff Reports</u> Sarah Wise Marketing Director	Complete report provided in packets.		
Caitlin Bussey Communications Manager	Complete report provided in packets.		
Celeste Gomez Executive Director	Complete report provided in packets; Upcoming Lt. Gov. Tourism Summit – August 21-23;		

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<b><u>Unfinished Business</u></b> SLPTC Brand/Logo	Adjustments were made to colors and the tagline was amended with the removal of word "It's".	All approved.	Concluded.
Cajuntravel.com redesign	Secondary pages are designed and approved. Training may begin next week.	No Action Needed.	Ongoing.
DAF Grant Project Update	The Key of C Accordion kiosk was installed with minor adjustments being made. Good response from visitors already. Official unveiling to coincide with brand announcements.	No Action Needed.	Concluded.
<b><u>New Business</u></b> General Data Protection Regulation (GDPR)	An updated privacy policy for the St. Landry Parish Tourist Commission has been written in compliance with the May 28, 2018 implementation of the General Data Protection Regulation (GDPR). This regulation initiated by the European Parliament, The European Council and the European Commission is intended to strengthen and unify data protection for individuals within the European Union (EU). As the SLPTC does engage with citizens of the EU through its marketing efforts, this was deemed necessary. A policy for in-house use of data is also being drafted. The four page policy was offered for review.	No Action Needed.	Ongoing.
<b><u>Grant Application</u></b> St. Landry Cemetery Tours – Sharon Green	St. Landry Cemetery tours will take place Oct. 13,14,20 & 21, 2018. A request for advertising funds was presented by Public Relations Coordinator Sharon Green. Funds for brochures and their distribution were sited on the application. Yvonne Normand asked to be recused from the consideration and scoring of this application.	Motion by Mary Doucet to award suggested amount of \$1650 to the 2018 St. Landry Cemetery Tours for advertising expenses. Seconded by Kelly Pitre. Yvonne Normand recused from voting.	Concluded.
<b><u>Meeting Adjourned</u></b>	Next Meeting Wednesday June 13, 2018 at SLP Visitor Center in Opelousas. 5:30PM	Ginger Lecompte moved that with no further business to discuss, the meeting be adjourned. Seconded by Mary Doucet. Unanimously approved.	Concluded.