

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
July 11, 2018

St. Landry Parish Tourist Commission met on Wednesday, July 11, 2018 at 5:30PM, in Opelousas at the St. Landry Parish Visitor Center.

Present

Mary Doucet
Wil Giron
Ginger Lecompte
Yvonne Normand
Celeste Gomez*
Caitlin Bussey*
Sarah Wise*

Not Present

Suzanne LaHaye (conflict)
Kelly Pitre (out of town)
John Slaughter (out of town)

Guest Present

Martha Garner, Festival of Words
Andy Hebert, Festival of Words
Cathy Comeaux, Cracklin Festival

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Secretary Yvonne Normand called the July meeting to order. It was moved that the Grant applications be considered first on the agenda.	The minutes for the June 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 May totaled \$32,672.43. The current balance in the General Fund, following payment of bills, is \$162,584.88. Washington State Bank Account balance stands at \$70,667.88. This reflects deposit of remaining funds for. Current balance \$707,500.00.	A motion was made by Mary Doucet to accept the financial report and to pay the bills. Wil Giron 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. Also discussed Atchafalaya Heritage Area Speaker Series.		
Celeste Gomez Executive Director	Complete report provided in packets;		

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Unfinished Business Cajuntravel.com redesign	Caitlin gave a progress report showing more revisions to the website. A link to the new site will be emailed to Commissioners for review and comments. Launch date moved back to August.	No Action Needed.	Ongoing.
Sales & Use Tax Commission Update	Celeste provided update of activities by the Commission – bylaws in place, legal counsel retained.	No Action Needed.	Ongoing.
New Business KLFY “Acadiana Eats” sponsorship	Sarah provided more details about SLPTC’s sponsorship of Acadiana Eats” program that airs each Thursday on KLFY Ch. 10. Commercials part of sponsorship will run through Oct. 11.	No Action Needed.	Ongoing.
Grant Application Festival of Words	Festival representatives Martha Garner and Andy Hebert presented the proposal for the 2018 Festival of Words set for Nov. 2-3. The event program continues to grow and its 11 th year reflects the increased outreach and the benefits gained by our communities as a result.	Motion by Wil Giron to award \$2500 to the 2018 Festival of Words based upon scoring scale for advertising expenses. Seconded by Ginger Lecompte.	Concluded.
Cracklin Festival	Cathy Comeaux presented request for the 33 rd Annual Cracklin Festival scheduled for Nov. 2-3. This long standing event attracted over 18,000 attendees making it one of the parishes largest events.	Moved by Wil Giron and seconded by Mary Doucet to award the 2018 Cracklin Festival \$1000 for advertising expenses based upon scoring scale.	Concluded.
Meeting Adjourned	Next Meeting Wednesday August 8, 2018 at SLP Visitor Center in Opelousas. 5:30PM	Mary Doucet moved that with no further business to discuss, the meeting be adjourned. Seconded by Ginger Lecompte. Unanimously approved.	Concluded.