

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
August 8, 2018

St. Landry Parish Tourist Commission met on Wednesday, August 8, 2018 at 5:30PM, in Opelousas at the St. Landry Parish Visitor Information Center.

Present
Suzanne LaHaye, President
Ginger Lecompte
Yvonne Normand, Secretary
Kelly Pitre, Vice President
Celeste Gomez* Ex. Director
Sarah Wise* Marketing Director
Caitlin Bussey* Communications Manager

Not Present
Mary Doucet (conflict)
Wil Giron, Treasurer (conflict)
John Slaughter (out of town)

Guest Present

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	<p>President Suzanne LaHaye called the August meeting to order.</p> <p>Celeste pointed out that the incorrect meeting time had been used on minutes approved for the months of April 2018 – June 2018. The minutes should have reflected that meetings started at 5:30pm not 3pm.</p>	<p>The minutes for the July monthly meeting were accepted as presented. Approved unanimously.</p> <p>Motion was made by Yvonne Normand and seconded by Kelly Pitre to note the correction of meeting times in the minutes for April 2018-June 2018. Approved unanimously</p>	<p>Concluded.</p> <p>Concluded.</p>
<p>Financial Report</p> <p>General Fund</p> <p>St. Landry Parish Special Projects Account</p> <p>Visitor Center Debt Service</p> <p>2017 Audit Report</p>	<p>Parish Occupancy tax for the month of June totaled \$36,421.87, which included an overpayment of \$1,540.23. This will be noted in our overall report. CMP reimbursement by LOT in amount of \$11,138.50 was also deposited. The current balance in the General Fund, following payment of bills, totaled \$183,280.60</p> <p>Washington State Bank Account balance stands at \$70,679.88. Celeste will secure an adjusted bond payment schedule as amounts should reflect additional payout made in March 2018, to prepare for bond payment due on September 1, 2018.</p> <p>Current balance \$707,500.00.</p> <p>Audit documents prepared by Darnell, Sikes & Frederick were reviewed with Commissioners which was found to be clean and with no reportable issues.</p>	<p>A motion was made by Yvonne Normand accept the financial report as presented. Ginger LeCompte seconded. Unanimously approved. (Motion is not necessary, only acceptance as presented)</p> <p>*Note – Public comment was called for and none was heard.</p>	<p>Concluded.</p>

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<p><u>Staff Reports</u></p> <p>Caitlin Bussey Communications Manager</p> <p>Sarah Wise Marketing Director</p> <p>Celeste Gomez Executive Director</p>	<p>Complete report provided in packets. CajunTravel.com updates were covered during her report. Launch in Sept. Examples of promotional items presented. Social media to date showing a 4.9 to 1 Return on Investment (ROI)</p> <p>Complete report provided in packets. 2019 SLP Guide underway; LOT Staycation; Website itineraries & Virtual Tour reach continue.</p> <p>Complete report provided in packets. Mississippi River Commission site visit at Teche Vermilion Station August. Presence requested -Ms. LaHaye accepted. Staff will be at Summit Aug 21-23 in Lake Charles; KREOL Magazine signing set for Aug. 18 at Visitor Center. LSU-Eunice Soccer Program underway & lights at softball field – increase in room nights projected.</p>		
<p><u>Unfinished Business</u></p> <p>Cajuntravel.com redesign</p>	<p>Covered under Staff Reports. Will present along with rebrand and Key of Z project in September TBD.</p>	<p>No Action Needed.</p>	<p>Pending.</p>
<p>Sales & Use Tax Commission Update</p>	<p>Meeting held with Superintendent Jenkins on August 10, 2018. Letter provided to him included in packet. Was agreed that collections by Sales Tax office will start Jan. 1, 2019. Examples of contracts/agreements being gathered.</p>	<p>No Action Needed.</p>	<p>Ongoing.</p>
<p><u>New Business</u></p> <p>Policy on check signing</p>	<p>Mr. Giron asked that item be held until September meeting as he was not able to attend August meeting. A copy of current SLP Commission Bylaws was provided in meeting packet.</p>	<p>No Action Taken.</p>	<p>Pending.</p>
<p><u>Grant Application</u></p> <p>None for consideration.</p>	<p>New scoring process was discussed. Report on funds awarded to date shows \$12,825 granted with \$25,000 budgeted. Report showed \$20,000 which will be corrected.</p>	<p>No Action Taken.</p>	<p>Ongoing.</p>
<p><u>Meeting Adjourned</u></p>	<p><u>Next Meeting Wednesday Sept. 12, 2018 at Visitor Information Center at 5:30PM</u></p> <p>*Mrs. Pitre will not be present in September.</p>	<p>Kelly Pitre moved that with no further business to discuss, the meeting be adjourned. Seconded by Yvonne Normand. Unanimously approved.</p>	<p>Concluded.</p>