

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
Sep. 10, 2025

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. Sep. 10 at the St. Landry Parish Visitor Center in Opelousas.

Present

Sarah Wise, marketing director

Mary Hawkins, communications manager

Mary Doucet, John Slaughter, Sylvia Guidry Brown,
Stephanie Tompkins, Tracey Antee, Felicia Wiggins

Not Present

Herman Fuselier, executive director

Yvonne Normand

Guests Present

Keith Kishbaugh, Grand Coteau Retreats

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Treasurer Tracey Antee called the Sep. 10 meeting to order.	Aug. 13 minutes were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing Grant Application</u> Keith Kishbaugh, Grand Coteau Retreats	Kishbaugh requested funds up to \$5,700 for brochure design, printing, and distribution for the Grand Coteau Retreats as well as funds to digitally promote the retreats through Compass Media.	A motion was made by Felicia Wiggins to grant the request in its full amount. Stephanie Tompkins second. Unanimously approved.	
<u>Financial Report</u> General Fund	Parish hotel/motel occupancy tax collection for Aug. was \$44,232.54. The current balance in the General Fund, following payment of bills, totaled \$167,595.20.	A motion was made by Stephanie Tompkins to accept the financial report as presented. Mary Doucet second. Unanimously approved.	Concluded
St. Landry Parish Special Projects Account	Washington State Bank Account balance stands at 138,528.69.		
Tourism Revival Fund	The fund balance stands at 69.52.		
Visitor Center Debt Service	Balance is zero.		

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Staff Reports</u>			
Herman Fuselier Executive Director	Reports had been emailed prior to meeting for review. Fuselier's report was read by Hawkins and noted the successful LTA Summit in Lake Charles where he received the Best of Pelican Award from Lt. Gov. Billy Nungesser. He also attended the SWLA Zydeco Music Festival on Aug. 30 with Hawkins.		
Sarah Wise Marketing Director	Wise reported work on updating the St. Landry Parish Visitor Guide which takes months of revisions as well as keeping up with her regular marketing duties.	No other action needed.	Concluded
Mary Hawkins Communications Manager	Hawkins reported low turnout for the SWLA Zydeco Music Festival according to Placer.ai with losses from Opelousas and Texas. She also reported the video of the Zydeco Capital Jam got great reach on Facebook and TikTok.		
<u>Old Business</u>			
Grand Coteau billboard	As directed at the August meeting, commission requested a quote to update the "St. Landry Parish Tourist Commission" sign on the I-49, exit 11 billboard in Grand Coteau. Ryan Brunson of Lamar, who updated the main sign, said cost and installation of the update is \$550.	Commissioners decided to postpone further action until the two absent members could return.	Concluded
<u>New Business</u>			
VEF Resolution	This is the annual routine to authorize the director to act on the commission's behalf to apply, collect and report on the Visitor Enterprise Fund allocation from the state. Resolution in packet.	A motion was made by Felicia Wiggins to authorize the director to act on the commission's behalf to apply. Stephanie Tompkins second. Unanimously approved.	Concluded
<u>Meeting Adjourned</u>	Next regular meeting for 5:30 p.m. Oct. 8 at the St. Landry Parish Visitor Center, I-49 exit 23.	_____ moved that, with no further business to discuss, the meeting be adjourned. _____ second. Unanimously approved.	Concluded