

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
June 11, 2025

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. June 11 at the St. Landry Parish Visitor Center in Opelousas.

Present

Herman Fuselier*, Executive Director
Sarah Wise*, Marketing Director
Mary Hawkins*, Communications Manager
Sylvia Guidry-Brown, Yvonne Normand, Stephanie
Tompkins, Mary Doucet, John Slaughter, Felicia Kaplan

Not Present

Tracey Antee

Guests Present

Peg Ramier, Anette Charles, Sharon Andres, Tessa
Thompson - Sweet Dough Pie Festival

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the June 11 meeting to order.	April 9 minutes were accepted. (No May meeting) (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing Grant Application</u>	Per Ramier of the Sweet Dough Pie Festival requested \$3,775 for rack cards and other marketing assistance for its 2025 event.	Mary Doucet made a motion to approve the request and increase to \$4,000. John Slaughter Unanimously approved.	Concluded
<u>Marketing Grant Application</u>	Festival of Words application for marketing assistance.	Marther Garner was unable to attend and will reschedule.	Concluded
<u>Financial Report</u> General Fund	Parish hotel/motel occupancy tax collection for April was \$49,274.19. The current balance in the General Fund, following payment of bills, totaled \$105,727.16.	A motion was made by Yvonne Normand to accept the financial report as presented. Mary Doucet second. Unanimously approved.	
St. Landry Parish Special Projects Account	Washington State Bank Account balance stands at \$138,470.83.		
Tourism Revival Fund	The fund balance stands at \$87.48.		
Visitor Center Debt Service	Balance is zero.		

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Staff Reports</u> Herman Fuselier Executive Director Sarah Wise Marketing Director Mary Hawkins Communications Manager	Reports had been emailed prior to meeting for review. Fuselier reported another successful booth with Lafayette Travel and Visit St. Martin Parish at Gator by the Bay in San Diego. Wise completed annual report to receive funding from the state's Cooperative Marketing Program. Hawkins showed video of tourism spokesperson Terrance Simien performing at the Michael Arnone Crawfish Festival in New Jersey.	No other action needed.	Concluded
<u>Old business</u> Grand Coteau billboard	Commissioners reviewed quotes for renovations of the billboard near I-49 exit 11 in Sunset.	Yvonne Normand made a motion to approve the \$1,350 quote from Lamar Advertising. Mary Doucet second. Unanimously approved.	Ongoing
<u>New business</u> Visitor Enterprise Funds Cooperative Marketing Program resolution Clifton Chenier Centennial	Fuselier explained state legislative action, House Bill 460, which allocated excess VEF funding for the Tourist Commission, Liberty Theater in Eunice and City of Opelousas Tourism's Venus House. A resolution authorizing Fuselier to sign for the commission's share of the state's CMP funding was needed. Fuselier detailed local and national events celebrating 100 years since the June 25 birth of zydeco king Clifton Chenier.	No further action needed. Yvonne Normand made a motion, Stephanie Tompkins second, to approve the resolution. Unanimously approved. No further action needed.	Concluded Concluded Concluded
<u>Meeting Adjourned</u>	Next regular meeting for 5:30 p.m. July 9 at the St. Landry Parish Visitor Center, I-49 exit 23.	Mary Doucet moved that, with no further business to discuss, the meeting be adjourned. Stephanie Tompkins second. Unanimously approved.	Concluded