

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
Feb. 12, 2025

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. Feb. 12 at the St. Landry Parish Visitor Center in Opelousas.

Present

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

Not Present

(Two vacancies)

Guests Present

Whitney Broussard, Sunset Cultural District

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the Feb. 12 meeting to order.	Jan. 8 minutes were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Project Assistance Grant application</u>	Whitney Broussard of the Sunset Cultural District requested \$5,000 to develop a mural for zydeco pioneers Clifton and Clifton Chenier on the town's Funky Flea building.	Yvonne Normand made a motion to fully fund the request. Mary Doucet second. Unanimously approved.	Concluded
<u>Financial Report</u>			
General Fund	Parish hotel/motel occupancy tax collection for Jan. was \$37,140.12. The current balance in the General Fund, following payment of bills, totaled \$54,273.62.	A motion was made by Stephanie Tompkins to accept the financial report as presented. Yvonne Normand second. Unanimously approved.	Concluded
St. Landry Parish Special Projects Account	Washington State Bank Account balance stands at \$138,353.29.		
Tourism Revival Fund	The fund balance stands at \$122.94.		
Visitor Center Debt Service	Balance is zero.		

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Staff Reports</u> Herman Fuselier Executive Director Mary Hawkins Communication Manager Sarah Wise Marketing Director	Reports had been emailed prior to meeting for review. Fuselier reported artist Hannah Gumbo's designs for the Terrance Simien influencer campaign are complete. Hawkins report revisions included Place.ai stats that showed Evangeline Downs as January's top attraction. Wise said French translations of the revised parish Visitor Guide are done and ready for printing.	No other action needed.	Concluded
<u>Old business</u> Visitor Center lighting Commissioner terms expiration, vacancies Grand Coteau billboard <u>New business</u> Ethics, harassment training Annual report	Commissioners discussed electrician suggestion for additional lights on the Visitor Center's north side. Fuselier reported the Parish Council approved all current commissioners for another three-year team. The council will consider applicant Tracey Antee and the remaining vacancy at its Feb. 19 meeting. John Slaughter and Yvonne Normand reported info from sign experts regarding the restoration of the commission's faded Grand Coteau billboard at exit 11 on I-49. Fuselier instructed commissioners to take the required annual training at the SLPG Government's web site Commissioners received copies of the annual report, which have been sent to officials and tourism partners.	Commissioners directed Fuselier to seek a quote for the project. Fuselier will report results of the council vote at the March meeting. Commissioners directed Slaughter to present a proof of the changes at the March meeting. No other action needed. No further action needed.	Ongoing Ongoing Ongoing Concluded Concluded
<u>Meeting Adjourned</u>	Next regular meeting for 5:30 p.m. March 12 at the St. Landry Parish Visitor Center, I-49 exit 23.	Stephanie Tompkins moved that, with no further business to discuss, the meeting be adjourned. Yvonne Normand second. Unanimously approved.	Concluded