

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
June 12, 2019

St. Landry Parish Tourist Commission met on Wednesday, June 12 at 5:30PM, in Opelousas at the St. Landry Parish Visitor Center.

Present

Wil Giron, President
Yvonne Normand, Vice President
Herman Fuselier* Executive Director
Mary Doucet
Ginger Lecompte
Lynn Lejeune
Sarah Wise* Marketing Director
Mary Hawkins* Communications Manager

Not Present

John Slaughter, Secretary
Suzanne LaHaye

Guests Present

Martha Garner, Festival of Words

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	President Wil Giron called the June meeting to order.	The minutes from the April 10 and April 22 special meeting were accepted. No quorum for May. (Motion is not necessary, only acceptance as presented)	Concluded
<u>New commissioner</u>	Lynn Lejeune was welcomed as new commissioner, replacing Kelly Pitre. Herman Fuselier announced Suzanne LaHaye died from surgical complications, just minutes before the meeting.	No other action needed.	Concluded
<u>Grant applications</u>	Martha Garner from the Festival of Words asked for funding for the annual event.	Yvonne Normand motioned, Mary Doucet second, to award \$3,000 for promotional video and advertising.	Concluded
<u>Financial Report</u> General Fund St. Landry Parish Special Projects Account Visitor Center Debt Service	Parish Occupancy tax for the month of April totaled \$46,517.48. The current balance in the General Fund, following payment of bills, totaled \$158,024.12. Washington State Bank Account balance stands at \$113,786.41. Current balance \$607,500.00.	A motion was made by Ginger Lecompte to accept the financial report as presented. Lynn Lejeune second. Unanimously approved.	Concluded

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<p><u>Staff Reports</u></p> <p>Herman Fuselier Executive Director</p> <p>Sarah Wise Marketing Director</p> <p>Mary Hawkins Communication Manager</p>	<p>Reports had been emailed prior to meeting for review.</p> <p>Fuselier explained HB 339, which sought to redefine hotel occupancy tax, died after opposition from workforce housing. Travel counselor Shawna Joseph resigned for a new job. Judy Johnson will take her Friday shift.</p> <p>Wise explained talks with Kinomada Films regarding documentary production, detailed new SLP poster, promotional items from artist Hannah Gumbo.</p> <p>Hawkins detailed strong social media performance of new tasty video featuring Steamboat Warehouse chef.</p>	<p>No other action needed.</p>	<p>Concluded</p>
<p><u>Unfinished Business</u></p> <p>SLPVC cypress trees</p> <p>SLPVC landscaping</p>	<p>Landscaper Greg Brandl outlined plan for new cypress tree plantings to enhance center’s sustainability mission. Commissioners had expressed concerned about building visibility.</p> <p>Wil Giron requested landscaping bid process to meet any government obligations. Commissioners requested Brandl, original landscaper, remain in place.</p>	<p>Yvonne Norman motioned, Mary Dupre second, that trees remain. Approved by 5-1 vote, with Wil Giron with opposing. Giron suggested contacting DOTD about proper tree placement. Brandl suggested flags to attract motorist attention.</p> <p>Commissioners directed Fuselier to seek clarification from previous director Celeste Gomez.</p>	<p>Ongoing</p> <p>Ongoing</p>

<p><u>New Business</u> SLP Council arts and culture authorization</p> <p>SLP Tasty Videos</p> <p>Tricentennial help</p> <p>Suzanne LaHaye</p>	<p>Fuselier explained council’s authorization to talk to him for help with establishing an arts and culture commission. Made presentation at June 5 committee meeting.</p> <p>Mary Hawkins displayed first video with chef Jason Huguet making Steamboat Crab Cakes. Post reached 33,311 people with 1,169 reactions.</p> <p>Yvonne Normand asked if SLPTC would help Opelousas Tourism with project of wrapping utility boxes.</p> <p>Fuselier asked commissioners for suggestions to commemorate LaHaye, who died June 12.</p>	<p>No action taken.</p> <p>More videos to come. No action needed.</p> <p>Sarah Wise explained any SLPTC help must go toward promotions outside a 50-mile radius. No action needed.</p> <p>Mary Doucet motioned, Yvonne Normand second, that Fuselier consult with Celeste Gomez for recommendations.</p>	<p>Ongoing</p> <p>Concluded</p> <p>Concluded</p> <p>Ongoing</p>
<p><u>Meeting Adjourned</u></p>	<p><u>Next regular meeting Wednesday, July 10 2019 at Visitor Information Center at 5:30PM.</u></p>	<p>Mary Doucet moved that with no further business to discuss, the meeting be adjourned. Yvonne Norman second. Unanimously approved.</p>	<p>Concluded</p>