

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

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

Present

Sarah Wise\*, Marketing Director  
Mary Hawkins\*, Communications Manager  
Sylvia Guidry-Brown, Yvonne Normand, Stephanie  
Tompkins, Tracey Antee

Not Present

John Slaughter  
Mary Doucet  
Herman Fuselier, Executive Director

Guests Present

None

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the Mar. 12 meeting to order.	Feb. 12 minutes were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Financial Report</u> General Fund	Parish hotel/motel occupancy tax collection for Jan. was \$35,688.53. The current balance in the General Fund, following payment of bills, totaled \$121,359.93.	A motion was made by Yvonne Normand to accept the financial report as presented. Stephanie Tompkins second. Unanimously approved.	Concluded
St. Landry Parish Special Projects Account	Washington State Bank Account balance stands at \$138,383.61.		
Tourism Revival Fund	The fund balance stands at 114.40		
Visitor Center Debt Service	Balance is zero.		

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<b><u>Staff Reports</u></b> Herman Fuselier Executive Director  Sarah Wise Marketing Director  Mary Hawkins Communications Manager	Reports had been emailed prior to meeting for review. Fuselier's report was read by Hawkins and noted the reopening of the Prairie Acadian Cultural Center in Eunice and Terrance Simien's promotions of the parish.  Wise reported renewed efforts to add local restaurants to the Allons Manger passport and showed some digital and print ads.  Hawkins reported traffic to the Riverview RV Resort Mardi Gras and Visitor Center which showed visitors from Texas and Miami, Florida.	No other action needed.	Concluded
<b><u>Old business</u></b> Visitor Center lighting update  Commissioner vacancy  Grand Coteau billboard	Wise drew attention to Ricky DeJean's quote to add lighting to the front of the Visitor Center.  Wise reported the Parish Council is scheduled to vote on commissioner applicants at their next meeting on Wednesday. Felicia Kaplan and Paul Scott have applied.  Wise reported the options for the billboard designed by graphic designer, Kathy McInnis, with advisement from John Slaughter.	Stephanie Tompkins moved that the quote be approved. Yvonne Normand second. Unanimously approved. Fuselier will report results of the council vote at the April meeting.  Yvonne Normand moved that option 8 be approved. Tracey Antee second. Unanimously approved.	Concluded  Ongoing  Concluded
<b><u>New business</u></b> La. Audit Compliance Questionnaire  Communications, marketing videos  Financial Disclosure Statements due May 15	Wise reported that a signature was required for the document.  Hawkins showed a video explaining post survivorship bias on social media as well as Terrance Simien's promotional video.  Wise reminded the board that their financial disclosure statements are due May 15.	Sylvia Guidry-Brown signed.  No other action needed  No other action needed.	Concluded  Concluded  Concluded
<b><u>Meeting Adjourned</u></b>	<b>Next regular meeting for 5:30 p.m. Apr. 9 at the St. Landry Parish Visitor Center, I-49 exit 23.</b>	Tracey Antee moved that, with no further business to discuss, the meeting be adjourned. Stephanie Tompkins second. Unanimously approved.	Concluded