

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
Aug. 13, 2025

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. Aug. 13 at the St. Landry Parish Visitor Center in Opelousas.

Present

Herman Fuselier* Executive Director
Sylvia Guidry-Brown, Mary Doucet
Yvonne Normand, Stephanie Tompkins,
Tracey Antee
Mary Hawkins*, Communications Manager

Not Present

Sarah Wise, Marketing Director
John Slaughter
Felicia Kaplan

Guests Present

Larry Caillier II, Charles Jagneaux, Clerk of Court Archives

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the July 11 meeting to order.	July 11 minutes were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing grant application</u> Jeanne Solis, La. Folk Roots	Solis requested \$4,000 in marketing assistance for the 2026 Dewey Balfa Cajun & Creole Heritage Week.	Stephanie Tompkins made a motion to fund the festival request for the full amount. Yvonne Normand second. Unanimously approved.	Concluded
Clerk of Court Archives presentation	Charles Jagneaux and Larry Caillier II requested \$3,000 for the new Parish Archives grand opening and genealogy tourism event.	Mary Doucet made a motion to approve the request. Yvonne Normand second. Unanimously approved.	Concluded
<u>Financial Report</u> General Fund	Parish hotel/motel occupancy tax collection for June was \$46,758.03. The balance in the General Fund, following payment of bills, is \$160,108.64.	A motion was made by Mary Doucet to accept the financial report as presented. Tracey Antee second. Unanimously approved.	
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 Mary Hawkins Communication Manager Sarah Wise Marketing Director	Reports had been emailed prior to meeting for review. Fuselier reported a successful booth promotion with LOT at the La. Municipal Association convention. Hawkins reported a decline in local visitors at the Lebeau Zydeco Festival. Wise, who did not attend, turned in her report for review by email before the meeting.	No other action needed.	Concluded
<u>Old business</u> Grand Coteau billboard Tourist Commission officers <u>New business</u> Sept. meeting date	Fuselier reported renovation of the I-49 exit billboard was complete. A color image was displayed. After postponing in July, commissioners held an officers election. Fuselier will not be at the Sept. 10 meeting as he attends the SE Tourism Society convention in Lake Charles.	Yvonne Normand made a motion that the commission's sign at the billboard base be revived. Stephanie Tompkins second. Unanimously approved. After appropriate nominations and seconds, the officers are Sylvia Guidry Brown (president), Mary Doucet (vice president), Yvonne Normand (secretary) and Tracey Antee (treasurer). Unanimously approved. Commissioners decided to proceed with the Sept. 10 meeting date. No action needed.	Ongoing Concluded Concluded
<u>Meeting Adjourned</u>	Next regular meeting for 5:30 p.m. Sept. 10 at the St. Landry Parish Visitor Center in Opelousas.	Tracey Antee moved that, with no further business to discuss, the meeting be adjourned. Mary Doucet second. Unanimously approved.	Concluded