

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
May 13, 2026

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. May 13 at St. Landry Parish Visitor Center, Opelousas, La.

Present

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

Not Present

Stephanie Tompkins

Guests Present

Rebecca Henry, Creole Folklife Heritage Center

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the May 13 meeting to order.	April 8 minutes were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing grant application</u>	Rebecca Henry with the Creole Heritage Folklife Center requested \$1,500 for radio advertisements.	Yvonne Normand made a motion to increase the amount to \$4,500 for ads on additional radio stations and a digital marketing campaign. Tracey Antee second. Unanimously approved.	Concluded
<u>Financial Report</u> General Fund	Parish hotel/motel occupancy tax collection for March was \$47,604.12. The current balance in the General Fund, following payment of bills, totaled \$78,089.32.	Tracey Antee made a motion to accept the financial report as presented. Mary Doucet second. Unanimously approved.	Concluded
St. Landry Parish Special Projects Account	Washington State Bank Account balance stands at \$117,184.16.		
Tourism Revival Fund	The fund is closed.		
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 were emailed prior to meeting for review. Fuselier said the influencer contract with two-time Grammy winner and Mallet native Terrance Simien has been renewed for another year. Wise said the French edition of the Parish Visitor Guide has been completed. Hawkins reported the Washington Antique Fair and Yard Sale was one of the top online attractions for the month.	No other action needed.	Concluded
<u>Old business</u> Annual commissioner training Financial Disclosure Statements <u>New business</u> American Bank transactions	Fuselier reminded commissioners to complete online training in ethics, sexual harassment and cybersecurity. Fuselier reminded commissioners that the required financial statements are due to the state by May 15. Fuselier detailed recent unauthorized withdrawals from the bank and a new protection agreement to eliminate those transactions.	No other action needed. No other action needed. No other action needed.	Concluded
<u>Meeting Adjourned</u>	Next regular meeting is 5:30 p.m. June 10 at St. Landry Parish Visitor Center.	Yvonne Normand moved that with no further business to discuss, the meeting adjourn. Mary Doucet second. Unanimously approved.	Concluded