

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
July 8, 2026

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. June 10 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, Mary Doucet,
Felicia Kaplan, Stephanie Tompkins

Not Present

John Slaughter
Tracey Antee

Guests Present

Patrice Melnick, Opelousas Museum
Desiree Vicnair, Vee Pelafigue, Port Barre Cracklin
Festival

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the July 8 meeting to order.	June 10 minutes were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing grant application</u>	Opelousas Museum director Patrice Melnick requested \$6,228.92 in brochure and digital marketing assistance.	Yvonne Normand made a motion to approve the full amount requested. Mary Doucet second. Unanimously approved.	Concluded
<u>Marketing grant application</u>	Desiree Vicnair and Vee Pelafigue with the Port Barre Cracklin Festival requested \$7,229.57 in print and radio marketing help.	Yvonne Normand made a motion to approve the request. Mary Doucet second. Unanimously approved.	Concluded
<u>Financial Report</u> General Fund	Parish hotel/motel occupancy tax collection for May was \$39,906.51. The current balance in the General Fund, following payment of bills, totaled \$100,396.62.	Stephanie Tompkins made a motion 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 \$117,219.41.		
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 detailed a recent interview on UK Travel Diaries, the UK's top rated travel podcast with 10 million monthly listeners in 106 countries. Wise reported the completion of annual reports for the state's Cooperative Marketing Plan, along with a new funding request. Hawkins showed the top Instagram post was Chubby Carrier's performance at the monthly Zydeco Capital Jam.	No other action needed.	Concluded
<u>Old business</u> <u>New business</u> 2025 audit report	No old business to discuss. Fuselier said auditors gave a clean audit to the Tourist Commission for FYE 12/31/25/.	No other action needed.	Concluded
<u>Meeting Adjourned</u>	Next regular meeting is 5:30 p.m. Aug. 12 at St. Landry Parish Visitor Center.	Mary Doucet moved that with no further business to discuss, the meeting adjourn. Yvonne Normand second. Unanimously approved.	Concluded