

ST. LANDRY PARISH TOURIST COMMISSION
MONTHLY MINUTES
April 9, 2025

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. April 9 at the St. Landry Parish Visitor Center in Opelousas.

Present

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

Not Present

Felicia Kaplan

Guests Present

Rebecca Henry, Creole Heritage Inc.

| TOPIC | DISCUSSION | RECOMMENDATIONS / ACTIONS | FOLLOW-UP |
|--|---|--|-----------|
| <u>Call to Order</u> | Pres. Sylvia Guidry Brown called the April 9 meeting to order. | March 12 minutes were accepted. (Motion is not necessary, only acceptance as presented) | Concluded |
| <u>Project Assistant Grant Application</u> | Rebecca Heritage of Creole Heritage, Inc., requested brochures and rack cards, along with La. Travel Association distribution, for the Creole Folklife Heritage Center. | John Slaughter made a motion, Tracey Antee second, to approve the request for \$2,500, pending price clarifications. Unanimously approved. | Concluded |
| <u>Financial Report</u> | | | |
| General Fund | Parish hotel/motel occupancy tax collection for Feb. was \$48,585.90. The current balance in the General Fund, following payment of bills, totaled \$102,871.90. | 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 \$138,412.99. | | |
| Tourism Revival Fund | The fund balance stands at \$105.44 | | |
| Visitor Center Debt Service | Balance is zero. | | |

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| <u>Staff Reports</u> Herman Fuselier Executive Director Sarah Wise Marketing Director Mary Hawkins Communications Manager | Reports had been emailed prior to meeting for review. Fuselier reported that the Parish Council, at its February meeting, chose Felicia Kaplan to fill the Tourist Commission's final vacancy. Wise said the new Visitor Guides have been printed and distributed by the staff throughout the parish. Hawkins reported the Eunice Etouffee Cookoff was the most visited page on the Cajuntravel.com web site. | No other action needed. | Concluded |
| <u>Old business</u> Visitor Center lighting update Grand Coteau billboard Financial Disclosure Statements | Fuselier reported that after a long delay, Ledoux Electrical completed lighting installation of the Visitor Center's north side. Commissioners discussed the next step to put designer Kathy McInnis' design on the billboard. Fuselier reminded commissioners that Personal Financial Disclosure Statements are due to the state by May 15. | No other action needed. Fuselier will seek bids from local sign companies and report findings. No further action needed. | Ongoing Ongoing Concluded |
| <u>New business</u> Placer.ai Mardi Gras report Real ID deadline May meeting date | Mary Hawkins reported Mardi Gras attendance numbers for Eunice (11K), Opelousas (3.6K) and surrounding communities. Fuselier reminded commissioners that after May 7, a Real ID will be needed to board an airplane in the United States. Fuselier and staff requested to move the May 14 meeting date, due to numerous conflicts with staff and commissioners. | No further action needed. No other action needed Mary Doucet made a motion, Tracey Antee second, that the May meeting be cancelled. Unanimously approved. | Concluded Concluded Concluded |
| <u>Meeting Adjourned</u> | Next regular meeting for 5:30 p.m. June 11 at the St. Landry Parish Visitor Center, I-49 exit 23. | Mary Doucet moved that, with no further business to discuss, the meeting be adjourned. Tracey Antee second. Unanimously approved. | Concluded |