

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

St. Landry Parish Tourist Commission held its monthly meeting at 5:30 p.m. July 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, Felicia Kaplan, Tracey Antee

Not Present

Mary Doucet
John Slaughter

Guests Present

Martha Garner – Sweet Dough Pie Festival
Vee Pelafigue, Desiree Pelafigue – Port Barre Cracklin Festival

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Call to Order</u>	Pres. Sylvia Guidry Brown called the July 9 meeting to order.	June 11 minutes were accepted. (Motion is not necessary, only acceptance as presented)	Concluded
<u>Marketing Application</u>	Martha Garner of the Festival of Words requested marketing assistance for its 2025 event.	Tracey Antee made a motion to approve the \$4,000 request. Felicia Kaplan second. Unanimously approved.	Concluded
<u>Marketing Application</u>	Vee Pelafigue and Desiree Pelafigue of the Port Barre Cracklin Festival requested marketing assistance for its 2025 event.	Yvonne Normand made a motion to approve the \$5,022.22 request. Stephanie Tompkins second. Unanimously approved.	Concluded
<u>Financial Report</u> General Fund	Parish hotel/motel occupancy tax collection for May was \$49,480.61. The current balance in the General Fund, following payment of bills, totaled \$139,154.33.	A motion was made by Yvonne Normand to accept the financial report as presented. Felicia Kaplan second. Unanimously approved.	
St. Landry Parish Special Projects Account	Washington State Bank Account balance stands at \$138,499.28.		
Tourism Revival Fund	The fund balance stands at \$78.50.		
Visitor Center Debt Service	Balance is zero.		

TOPIC	DISCUSSION	RECOMMENDATIONS / ACTIONS	FOLLOW-UP
<u>Staff Reports</u>			
Herman Fuselier Executive Director	Reports had been emailed prior to meeting for review. Fuselier reported Karlos Knott of Bayou Teche Brewing in Arnaudville won the King of Louisiana Seafood competition.		
Sarah Wise Marketing Director	Wise reported the \$9,998 reimbursement check from the state's Cooperative Marketing Program was received.	No other action needed.	Concluded
Mary Hawkins Communications Manager	Hawkins' Placer.ai report showed decreased attendance at the St. Landry Parish BBQ Fest and steady numbers for Rockin' on the Runway.		
<u>Old business</u>			
Grand Coteau billboard	Fuselier reported Lamar Advertising had received the new vinyl and was working to schedule the installation.	Another update will be provided at the August meeting.	Ongoing
Clifton Chenier Centennial	Fuselier said centennial pins, a project with City of Opelousas Tourism, have been well received across the state.	No other action needed.	Ongoing
<u>New business</u>			
2024 audit report	Fuselier presented the clean audit letter and bound volumes of the final report from auditors Darnall, Sikes & Frederick.	No further action needed.	Concluded
Tourist Commission officers	Fuselier noted a year had passed since the election of commission officer.	Commissioners decided to postpone a new election until the two absent members could return.	Ongoing
<u>Meeting Adjourned</u>	Next regular meeting for 5:30 p.m. Aug. 13 at the St. Landry Parish Visitor Center, I-49 exit 23.	Yvonne Normand moved that, with no further business to discuss, the meeting be adjourned. Stephanie Tompkins second. Unanimously approved.	Concluded