

**Minutes of the
Pointe Coupee Parish Office of Tourism
Board of Commissioners
January 25, 2023**

A meeting of the Pointe Coupee Parish Office of Tourism Board of Commissioners was held on Wednesday, January 25, 2023 at the Pointe Coupee Office of Tourism, 500 W. Main Street, Suite 104, New Roads, LA. The meeting was called to order at 1:11 p.m., and the meeting was chaired by President, Mrs. Lisa Robillard.

Commissioners Present: Lisa Robillard, President
 Roye Lynn Chenevert, Vice-President
 Valery Dukes, Secretary/Treasurer
 Wilmer D. Moore, Commissioner
 Paula Lambert, Commissioner
 Betty Fontaine, Commissioner
 Mary Debetaz, Commissioner

Commissioners Absent:

Others Present: Carlyn Morales, Director

ROLL CALL: Mrs. Robillard called the roll.

INSPIRATIONAL WORD:

Mr. Moore opened the meeting with an inspirational word.

APPROVAL OF MINUTES:

The Board dispensed with the reading of the minutes of the December 9, 2022 board meeting. Mrs. Robillard asked if everyone had a chance to review the minutes prior to the meeting and asked if there were any changes. President, Mrs. Robillard asked for any public comments and there were none. A motion was made by Mrs. Debetaz, and seconded by Mrs. Fontaine, and passed unanimously, to approve the minutes of the December 9, 2022 Board Meeting.

SECRETARY-TREASURER REPORT:

The Board of Supervisors conducted a review of the Financial Statement for December 2022. Director, Mrs. Morales, announced she was unable to finalize the Financial Statement this month and will update and review at the February Meeting.

DIRECTOR'S REPORT:

Mrs. Morales reviewed the Director's Report which is attached to these minutes.

Discussed on the report was:

- Gumbo Group Houston Media Mission follow up
- Ernest Gaines stamp release in Lafayette
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- Updated events on website, Facebook & LOT site every week
- Updated constant contact emails

A. Correspondence

1. Gumbo Group Annual Membership

ACTION: A motion was made by Mrs. Robillard and seconded by Mrs. Chenevert, and passed unanimously to renew the Annual Membership to the Gumbo Group and increase the fee just this year to \$1,000.

2. Zack Taylor Parkway Association Membership

ACTION: A motion was made by Mrs. Chenevert and seconded by Mrs. Dukes, and passed unanimously to renew the Annual Zack Taylor Parkway Association Membership.

3. The Hartford Bill – Insurance

ACTION: A motion was made by Mrs. Chenevert and seconded by Mrs. Debetaz, and passed unanimously to renew the Hartford Insurance.

B. Events & Sponsorship Request

1. Community Center Mardi Gras Sponsorship

ACTION: A motion was made by Mrs. Fontaine and seconded by Mrs. Chenevert, and passed unanimously to sponsor the Community Center Mardi Gras with \$1,000 in 2023.

2. Livonia Mardi Gras Sponsorship

ACTION: A motion was made by Mrs. Fontaine and seconded by Mrs. Chenevert, and passed unanimously to sponsor the Livonia Mardi Gras with \$1,000 in 2023.

3. Lions Club Mardi Gras Sponsorship

ACTION: A motion was made by Mrs. Fontaine and seconded by Mrs. Chenevert, and passed unanimously to sponsor the Lions Club Mardi Gras with \$1,000 in 2023.

4. Pointe Coupee Lundi Gras Celebration

ACTION: A motion was made by Mrs. Chenevert and seconded by Mrs. Fontaine, and passed unanimously to sponsor the Pointe Coupee Lundi Gras Celebration with \$1,000 in 2023.

5. Triathlons – Louisiana Triathlon & River Roux Triathlon

ACTION: A motion was made by Mrs. Fontaine and seconded by Mrs. Dukes, and passed unanimously to sponsor the Triathlons with \$1,000.

6. Pointe Coupee Council on Aging

ACTION: A motion was made by Mrs. Fontaine and seconded by Mrs. Chenevert, and passed unanimously to sponsor the Friends of Senior Gala with \$100.

7. New Roads Car Show Sponsorship

ACTION: A motion was made by Mrs. Fontaine and seconded by Mrs. Dukes, and passed unanimously to sponsor the New Roads Car Show with \$200.

8. Harvest Queen Future Expenses

The Board discussed that Tourism would sponsor the Harvest Queen to attend the Louisiana Association of Fairs and Festivals Conference every year since she would be representing our entire parish on the state level. Mrs. Morales will contact the Ethics Board and the new Mayor and his intentions for the 2023-2024 Harvest Festival and Queen organization.

9. Pond Hopper Sponsorship

ACTION: A motion was made by Mrs. Fontaine and seconded by Mrs. Robillard, and passed unanimously to sponsor the Pond Hopper event with \$1000.

10. Rural Tourism & By Ways Conference – May 3-5th at WBR Conference \$35/year

ACTION: A motion was made by Mrs. Debetaz and seconded by Mrs. Dukes, and passed unanimously to approve the board to attend the Rural Tourism & ByWays conference.

11. Police Jury Association Conference – March 8-9th Shreveport

Mrs. Morales discussed that Louisiana Tourism will have a booth if anyone was interested in attending on our behalf.

12. Gumbo Group upcoming events:

FMAC – March 15-18th – Perry, GA

Dallas Travel Show – March 25-26th – Dallas, TX

Dallas Travel Show – April 1-2nd – Dallas, TX

13. Travel Unity Summit – March 27-29th = Lake Charles, LA

C. Marketing/Advertising

1. Promotional Items

a. Reorder of Tape Measure Men

ACTION: A motion was made by Mrs. Fontaine and seconded by Mrs. Debetaz, and passed unanimously to reorder the promo men.

D. Occupancy Tax updates

Mrs. Morales reviewed the updated Occupancy Tax spreadsheets with the Board.

SPECIAL PROJECTS & EVENTS/FILM COMMISSION:

- A. Reviewed upcoming Calendar of Events
 - 1. Coffee & Conversations

UNFINISHED BUSINESS:

- A. Mrs. Lambert gave the American Queen Voyages updates.
- B. Mrs. Fontaine gave the Market at the Mill updates.
ACTION: A motion was made by Mrs. Robillard and seconded by Mrs. Dukes, and passed unanimously to sponsor Market at the Mill with \$1,600 for TV promo and logo on bags.
- C. Mrs. Lambert gave the Wine Down on False River updates.

NEW BUSINESS:

- A. 2023 Board Meeting dates
- B. 2023 Board Member Elections (Pres, Vice-Pres, Sec/Tres)
- C. 2023 Resolution Update

ACTION: A motion was made by Mrs. Fontaine and seconded by Mrs. Lambert to approve updating the Resolution Mrs. Carlyn Morales to continue to sign on behalf of Pointe Coupee Tourism and to update the bank account names.

EXECUTIVE SESSION:

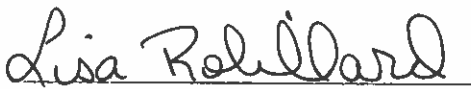
PUBLIC COMMENTS:

ANNOUNCEMENTS:

OTHER BUSINESS:

The next regular meeting of the Board of Supervisors of the Pointe Coupee Parish Office of Tourism will be held at the Tourism office in New Roads, LA on Friday, February 10, 2023 at 1:30 p.m.

There being no further business, the meeting was adjourned at 2:59 p.m. in a motion by Mrs. Fontaine and seconded by Mrs. Debetaz and passed unanimously.



Lisa Robillard, President



Valery Dukes, Secretary/Treasurer

