



**Minutes of the  
Pointe Coupee Parish Office of Tourism  
Board of Commissioners  
September 08, 2023**

A meeting of the Pointe Coupee Parish Office of Tourism Board of Commissioners was held on Friday, September 08, 2023 at the Pointe Coupee Office of Tourism, 500 W. Main Street, Suite 104, New Roads, LA. The meeting was called to order at 1:36 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 Betty Fontaine, Commissioner Mary Debetaz, Commissioner Adrienne Williams, Commissioner
Commissioners Absent:	Wilmer D. Moore, Commissioner
Others Present:	Carlyn Morales, Director Brandi Jarreau, Office Assistant

**ROLL CALL:** Mrs. Robillard called the roll.

**INSPIRATIONAL WORD:**

Mrs. Fontaine opened the meeting with an inspirational word.

**APPROVAL OF MINUTES:**

The Board dispensed with the reading of the minutes of the August 11, 2023 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. Chenevert, and passed unanimously, to approve the minutes of the August 11, 2023 Board Meeting.

**SECRETARY-TREASURER REPORT:**

The Board of Supervisors conducted a review of the Financial Statement for August 2023. Director, Mrs. Morales, reviewed the Financial Statement in detail. President, Mrs. Robillard discussed that she called all the local banks to find out if we can move the Enterprise Fund into a CD with more than five percent interest. asked for any public comments. and there were none. The Financial Statement (which contain a record of the receipts and disbursements) was approved by the Board in a motion by Mrs. Fontaine and seconded by Mrs. Debetaz and passed unanimously. There was a motion to move the Enterprise Fund into a CD that is earning more than five percent at any of the local banks. There was also a motion to consolidate the Film Pointe Fund and the Building Fund into the Enterprise Fund and move them into an interest earning account. These motions were approved by the board in a motion by Mrs. Debetaz and seconded by Mrs. Fontaine and passed unanimously.

**GENERAL ACCOUNT**

**AUGUST 2023 RECEIPTS**

Bank Plus -----	\$ 10.19
(Interest payment)	
State of Louisiana -----	\$ 15,250.00
(CMP Grant Reimbursement)	
Pointe Coupee Parish Government -----	\$ 17,961.30
(2 <sup>nd</sup> Quarter Hotel/Motel Tax)	
<b>TOTAL RECEIPTS -----</b>	<b>\$ 33,221.49</b>

**AUGUST 2023 DISBURSEMENTS**

Adobe -----	\$ 57.44
(Acrobat Reader, Photoshop & Illustrator Monthly Subscription)	
AT&T -----	\$ 132.27
(Aug bill)	
Daigle Outdoor Advertising -----	\$ 300.00
(Billboard rental for Aug 2023)	
Pointe Coupee Historical Society -----	\$ 750.00
(Aug 2023 Room Rental)	
Shutterstock -----	\$ 31.74
(Photos)	
Xerox -----	\$ 209.63
(Aug Invoice)	
Carlyn Morales -----	\$ 1,116.11
(Payroll for PP 07/17/23 – 07/30/2023)	
Carlyn Morales -----	\$ 1,116.12
(Payroll for PP 07/31/23 – 08/13/2023)	
Carlyn Morales -----	\$ 1,116.13
(Payroll for PP 08/14/23 – 08/27/2023)	
Brandi Jarreau -----	\$ 526.50
(Contract work for 6/26/23 – 08/11/23)	
Quickbooks -----	\$ 527.47
(Annual Fee payroll)	
Microsoft 365 -----	\$ 76.60
(Annual Subscription)	
Amite River Hunting Retriever Club Fall Test Hunt -----	\$ 500.00
(Sponsorship)	
LTA -----	\$ 750.00
(225 Digital – April 2023 CMP)	
LTA -----	\$ 1,600.00
(Country Rds Ad – June 2023 CMP)	
LA Dept of Revenue -----	\$ 193.60
(2 <sup>nd</sup> Qtr LA Withholding)	
United States Treasury -----	\$ 1,603.50
(2 <sup>nd</sup> Qtr Federal)	
Service Charge -----	\$ 4.00
(Aug Fee)	
<b>TOTAL DISBURSEMENTS -----</b>	<b>\$ 10,611.11</b>

**DIRECTOR'S REPORT:**

Mrs. Morales reviewed the Director's Report which is attached to these minutes.  
Discussed on the report was:

- Attended St. Francisville Brand Reveal reception
- Discussed Tico Soto visiting and giving proposal for product development
- Fiber Internet installed in office
- Assist with American Legion posts
- Met with CPA
- Attended PC Historical Society Meeting
- Visited with Nic from 4VicsFarm
- Worked with Dog Trial people
- Solicited emails from False River Owners Facebook group
- Worked with Pelican Yacht Club to be at events
- Worked on website (it has not been working)
- Worked on Harvest Festival Information
- Distrx.com Mobile App
- Created Ad for PC Banner sports edition
- Attended LTA Summit in Baton Rouge
- Started to prepare for Pond Hopper Event
- Worked on Billboard pictures
- Met with Tico Soto about product development
- Updated events on website, Facebook, & LOT site every week
- Updated constant contact emails

A. Correspondence

B. Events & Sponsorship Request

1. Pointe Coupee Chamber Membership
2. New Roads Visitors Center Display
3. Harvest Festival Sponsorship

C. Marketing/Advertising

1. Prepare for Boo & Brew – Theme? Promo Items?
2. Little Men reorder, cork reorder, Lure?

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
- B. Reviewed Film Pointe folders

**UNFINISHED BUSINESS:**

**NEW BUSINESS:**

**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, October 13, 2023 at 1:30 p.m.**

There being no further business, the meeting was adjourned at 3:06 p.m. in a motion by Mrs. Chenevert and seconded by Mrs. Williams and passed unanimously.

Lisa Robillard

Lisa Robillard, President

Valery Dukes

Valery Dukes, Secretary/Treasurer