



Pointe Coupee Parish
Tourist Commission
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April 10, 2019 Meeting Minutes

The Pointe Coupee Parish Office of Tourism Meeting was held on Wednesday, April 10, 2019 and was called to order by President David K. Jarreau at 12:02 p.m.

Inspirational Word By: Brenda Jasmin read the inspirational word verses; Psalms 37: 4

MEMBERS PRESENT:

George Miller, David Jarreau, Nora Palmer, Brenda Jasmin, Augusta Ladmirault, and Jeanie Andre, Director.

MEMBERS ABSENT:

Melissa Hughes and Wilmer D. Moore

APPROVAL OF THE MINUTES: Jeanie Andre read the March 2019 minutes and George Miller motioned to accept the minutes and Nora Palmer seconded; **motion passed.**

ACCOUNT BALANCES:

- **Accounts:** Jeanie reported on account balances and stated that their Quick Book reports were in the folders for review.
- **All Leads Report:** Jeanie reported giving out information to 609,796 to date via email, handouts, visitor bags, phone, direct, social media with a 8.6% open rate. She also stated the open rate has steadily been increasing over the past couple of years.
- **Hotel/Motel Tax Report:** Jeanie reported that the Hotel Tax Report was in their folders for review.

OLD BUSINESS:

- **Discussion was held on the following:**
- **CPA Audit:** Jeanie reported that Major Enterprise delinquent payment would be revenue for 2018 and she gave that information to our CPA John Disotell to complete our 2018 audit.
- **Deer Camera:** David reported he was going to install the camera when the weather would be favorable.
- Jeanie reported making 250 visitor bags for the car show.
- **Visitor Bags:** Jeanie showed the board the new visitor bags and reported she and our two Linda's started making them.
- **Event Cards and History Brochure.** Jeanie showed the board the sample parish event cards and said they were being printed now. She then reported that she was working with LTA to compile information for recreating the 1699 History Brochure.
- **Morganza:** David reported that WAFB went to Morganza and interviewed individuals that were in the Easy Rider Movie and would be doing a segment on Showcasing Morganza. WAFB would also be filming Morganza's motorcycle fundraiser event held on April 12 & 13, 2019.

Director's Report:

Discussion was held on the following:

- **Upcoming Event:** March event sheet were in the folders for review.
- **Film Pointe:**
- David and Jeanie reported on Louisiana Film Industry Summit they attended. David reported that the event was fully attended and that there were people in all aspects of the film industry present; producers, scouts, writer, actors, film companies, etc. He also reported that the film industry is alive and well in Louisiana. They constantly mentioned how the film industry is bringing in tourism. Governor Bel Edwards was one of many guest speakers and explained how much revenue filming brings into the state and how it impacts it communities creating jobs, revenue, and small businesses benefit from the program.
- David reported the Film Pointe Committee had just met. He asked the board for approval to join IMDB. This is a database where actors, scouts, and other people in the film industry are listed. He said it would cost \$190.00 for an annual membership and explained how it would help Film Pointe. David said if he saw the membership was not beneficial to Film

Pointe they could discontinue the membership anytime. The money would be taken from the Film Pointe Account. Nora Palmer motion to pay for membership and Brenda second, **motion passed.**

- Jeanie reminded board members about the upcoming Rural Tourism Conference on **May 16 & 17, 2019**. It would cost \$35 per person and George Miller, David Jarreau, Nora Palmer, and Brenda Jasmin stated that they wanted to go. Mrs. Augusta stated that since so many attending, she would not be attending. They asked Jeanie to register online for those that wanted to attend.

NEW BUSINESS:

Discussion was on the following:

- Linda Lambert asked to take off Good Friday and permission was granted.
- Permission was asked to board members to close for holidays without asking for permission each time. Board members said no.
- Immaculate Conception will start having their annual fair again starting this September 2019.

ANNOUNCEMENTS AND OTHER NEW BUSINESS:

- David Jarreau read a thank you letter from the Mayor Teddy Gros thanking tourism for sponsoring the Town of Fordoche Fair.
- Civil Rights Trail Email: Jeanie passed around an email Press Release from Lt. Governor Nungesser meeting schedule to help shape the Louisiana Civil Rights Trail. Various meeting would be held throughout the state starting at the end of April and would go on through May hosted in many cities/towns across Louisiana. Many board members stressed their interest in attending one of the scheduled meetings. They asked Jeanie to make copies of the email. Jeanie announced that she released it to all of her press contacts and would be including the press release in tourism's upcoming May newsletter. This meeting is free and anyone can attend.
- Brenda Jasmin announced that she wanted to invite Mrs. Adrian Boulingy to be a guest speaker at our next meeting. Mrs. Adrian would be speaking about transportation.

ADJOURNMENT:

Brenda Jasmin motioned to adjourn at 12:05 p.m. and Augusta Ladmirault seconded; **motion passed.**

SUBMITTED BY:

Jeanie Andre, Executive Director

Date