

**Minutes of the
Pointe Coupee Parish Office of Tourism
Board of Commissioners
August 11, 2021**

A meeting of the Pointe Coupee Parish Office of Tourism Board of Commissioners was held on Wednesday, August 11, 2021 at the Pointe Coupee Office of Tourism, 500 W. Main Street, Suite 104, New Roads, LA. The meeting was called to order at 6:02 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
Betty Fontaine, Commissioner
Aimee Moreau, Commissioner
Paula Lambert, Commissioner

Commissioners Absent:

Others Present: Carlyn Morales, Director

INSPIRATIONAL WORD:

Mr. Moore opened the meeting with an inspirational word.

ROLL CALL: Mrs. Robillard called the roll.

APPROVAL OF MINUTES:

The Board dispensed with the reading of the minutes of the June 23, 2021 special meeting, by Ms. Dukes. President, Mrs. Robillard asked for any public comments and there were none. A motion was made by Mr. Moore, and seconded by Mrs. Fontaine and passed unanimously, to approve the minutes of the June 23, 2021 Board Meeting as written.

SECRETARY-TREASURER REPORT:

The Board of Supervisors conducted a review of the Financial Statement for July 2021. Director, Mrs. Morales reviewed the Financial Statement spreadsheet that she has put together. Mrs. Morales asked the board to review the spreadsheet layout and she will add all the receipts and disbursements from June, July, August & September to be reviewed and approved at the September 2021 meeting. President, Mrs. Robillard asked for any public comments and there were none. The Financial Statement was approved by the Board in a motion by Ms. Chenevert and seconded by Ms. Dukes and passed unanimously.

DIRECTOR'S REPORT:

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

Discussed was the Cooperative Marketing Program (CMP) request to have a resolution to change the name from Tessa to Carlyn on the grant.

ACTION: A motion was made by Mrs. Fontaine and seconded by Ms. Chenevert, and passed unanimously to approve a new Resolution with Carlyn Morales on it for the CMP report.

Mrs. Morales discussed the Louisiana Life Magazine September and October events ad.

ACTION: None

Mrs. Morales discussed the Gumbo Group Website updates that are being requested and the need for a local recipe. The Board discussed the restaurants they have already requested recipes for. A discussion to ask Not Your Mama's for a local recipe was agreed on. Ms. Chenevert will contact Not Your Mama's and get the information needed.

ACTION: None

Discussion was had over whether the Travel Leads Guides was worth continuing to pay for at this time. Mrs. Morales explained she went online and tried to find the website to fill out and it was not user friendly, and she was unsure that this is still relevant with the upgrades in social media.

ACTION: A motion was made by Mrs. Fontaine and seconded by Ms. Dukes, and passed unanimously, to pay the past due invoices and cancel the subscription to these leads at this time.

Mrs. Morales met with Ashley from Country Roads and it was discussed to pay the outstanding invoice that was approved from previous months.

ACTION: None

SPECIAL PROJECTS & EVENTS/FILM COMMISSION:

Mrs. Morales met with Mr. Albert with Pond Hopper Nation. They discussed moving the "Teach a Child to Fish Event" to the Ryan Allen Shoup park in Fardoche, LA. The Board discussed the idea and reviewed the available dates for the event.

ACTION: A motion was made by Ms. Moreau and seconded by Mrs. Fontaine, and passed unanimously, to go forward with the \$1,000 sponsorship and planning of the Pond Hopper Event in Fardoche for October 30, 2021.

Mrs. Morales reviewed the Calendar of Events for the year with the Board.

ACTION: None

UNFINISHED BUSINESS:

Ms. Moreau discussed the finalization of the Billboard that will be hung on the corner of Hwy 190 and Bueche Road. The Billboard should be up by the end of the week.

ACTION: None

Mrs. Morales discussed the upcoming Lt. Governor's Summit in New Orleans on August 24-26th. Mrs. Lambert asked if she would be able to attend with Mrs. Morales. Discussion was made that Tourism would split the cost of Mrs. Lambert's expenses with the city of New Roads because she would be representing both organizations. Mrs. Morales asked how the commission would like her to register for these conferences in the future. They discussed that she should pay by credit card or check from the Tourism office for all conferences. Ms. Chenevert discussed that while Mrs. Morales is attending the conferences, the board will pay up to 8 hours for the day of the conference, mileage and lodging.

ACTION: A motion was made by Mrs. Fontaine and seconded by Ms. Dukes, and passed unanimously, to split the cost of Mrs. Lambert's expenses with the city of New Roads.

Mrs. Lambert discussed the upcoming Destination Downtown Conference in Starkville, Mississippi on September 15-17, 2021. At this time, Mrs. Lambert, Mrs. Fontaine and Mrs. Morales will attend those conferences.

ACTION: A motion was made by Mrs. Fontaine and seconded by Ms. Dukes, and passed unanimously, to approve travel and lodging for those attending this conference.

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 **Wednesday, September 8, 2021 at 6:00 p.m.**

There being no further business, the meeting was adjourned at 7:34 p.m. in a motion by Ms. Dukes and seconded by Mr. Moreau and passed unanimously.

Lisa Robillard, President

Valery Dukes, Secretary/Treasurer