

**Minutes of the
Pointe Coupee Parish Office of Tourism
Board of Commissioners
July 14, 2023**

A meeting of the Pointe Coupee Parish Office of Tourism Board of Commissioners was held on Friday, July 14, 2023 at the Pointe Coupee Office of Tourism, 500 W. Main Street, Suite 104, New Roads, LA. The meeting was called to order at 1:35 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
 Mary Debetaz, Commissioner

Commissioners Absent: Betty Fontaine, Commissioner

Others Present: Carlyn Morales, Director

ROLL CALL: Mrs. Robillard called the roll.

INSPIRATIONAL WORD:
 Mrs. Dukes opened the meeting with an inspirational word.

APPROVAL OF MINUTES:
 The Board dispensed with the reading of the minutes of the June 9, 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. Dukes, and seconded by Mrs. Chenevert, and passed unanimously, to approve the minutes of the June 9, 2023 Board Meeting.

SECRETARY-TREASURER REPORT:
 The Board of Supervisors conducted a review of the Financial Statement for June 2023. Director, Mrs. Morales, reviewed the Financial Statement in detail. President, Mrs. Robillard 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. Debetaz and seconded by Mrs. Dukes and passed unanimously.

GENERAL ACCOUNT

JUNE 2023 RECEIPTS

Intuit Quickbooks Payroll -----	\$ 297.61
(Reimbursement)	
Bank Plus -----	\$ 10.31
(Interest payment)	
TOTAL RECEIPTS -----	\$ 307.92

JUNE 2023 DISBURSEMENTS

Adobe -----	\$ 57.44
(Acrobat Reader, Photoshop & Illustrator Monthly Subscription)	
AT&T -----	\$ 92.23
(June bill)	
Daigle Outdoor Advertising -----	\$ 300.00
(Billboard rental for June 2023)	

Pointe Coupee Historical Society ----- (June 2023 Room Rental)	\$ 750.00
Shutterstock ----- (Photos)	\$ 31.74
Xerox ----- (June Invoice)	\$ 204.22
Carlyn Morales ----- (Payroll for PP 05/22/23 – 06/04/2023)	\$ 1,230.84
Carlyn Morales ----- (Payroll for PP 06/05/23 – 06/18/2023)	\$ 1,116.12
Brandi Jarreau ----- (Contract work 05/23/23 – 06/23/23)	\$ 585.00
Constant Contact ----- (Monthly Charge)	\$ 125.00
Canva ----- (Annual Subscription)	\$ 119.40
The Pointe Coupee Banner ----- (Graduation Ad)	\$ 65.00
LTA ----- (CR May 23 Ad)	\$ 1,600.00
Quickbooks ----- (Annual Subscription)	\$ 573.43
Service Charge ----- (June Fee)	\$ 3.20
TOTAL DISBURSEMENTS -----	\$ 6,853.62

DIRECTOR’S REPORT:

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

Discussed on the report was:

- Worked on promo items (table cloth)
- Collected more parish pictures
- Attended Harvest Festival Meeting
- Worked on Quickbooks updates
- Attended Gumbo Meeting at the White Magnolia
- Set up online profile for Atchafalaya Passport
- Worked on Quickbooks Payroll issues
- Worked with CPA to complete financials
- Guest judged 4H University Healthy Living
- Attended PC Chamber meeting
- Worked on Billboard pictures
- Updated events on website, Facebook, & LOT site every week
- Updated constant contact emails

A. Correspondence

1. LA Travel Summit 2023 – Baton Rouge
2. WFPTC New Branding and Website Launch – August 10th

B. Events & Sponsorship Request

1. Adopt Sponsorship checklist
A motion was made by Mrs. Chenevert, and seconded by Mrs. Debetaz, and passed unanimously, to approve using the sponsorship checklist as a guideline for sponsorships.
2. Market at the Mill

A motion was made by Mrs. Chenevert, and seconded by Mrs. Debetaz, and passed unanimously, to approve sponsoring MATM \$1,000.

3. Boo & Brew

A motion was made by Mrs. Dukes, and seconded by Mrs. Chenevert, and passed unanimously, to sponsor Boo & Brew with \$500 as the Trick-or-Treat Bag Sponsor.

4. River Roux Triathlon

A motion was made by Mrs. Dukes, and seconded by Mrs. Chenevert, and passed unanimously, to sponsor River Roux Triathlon shirt sponsor for \$500.

C. Marketing/Advertising

1. WVLA 33 reporter – Antique Trail web story
2. CMP Grant \$10,000
3. Billboard updates and ideas

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

UNFINISHED BUSINESS:

NEW BUSINESS:

EXECUTIVE SESSION:

PUBLIC COMMENTS:

ANNOUNCEMENTS:

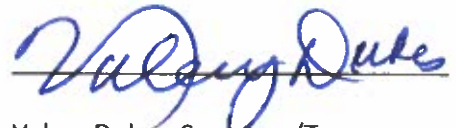
OTHER BUSINESS:

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, August 11, 2023 at 1:30 p.m.**

There being no further business, the meeting was adjourned at 2:35 p.m. in a motion by Mrs. Chenevert and seconded by Mrs. Dukes and passed unanimously.



Lisa Robillard, President



Valery Dukes, Secretary/Treasurer

