



**Minutes of the
Pointe Coupee Parish Office of Tourism
Board of Commissioners
January 12, 2024**

A meeting of the Pointe Coupee Parish Office of Tourism Board of Commissioners was held on Friday, January 12, 2024 at the Pointe Coupee Office of Tourism, 500 W. Main Street, Suite 104, New Roads, LA. The meeting was called to order at 1:39 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
Adrienne Williams, Commissioner
- 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 November 10, 2023 board meeting. There was no quorum for the December 12, 2023 board meeting. Therefore, there are no December 2023 minutes. 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. Chenevert, and seconded by Mr. Moore, and passed unanimously, to approve the minutes of the November 10, 2023 Board Meeting.

SECRETARY-TREASURER REPORT:

The Board of Supervisors conducted a review of the Financial Statement for November & December 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. Dukes and seconded by Mrs. Debetaz and passed unanimously.

GENERAL ACCOUNT

NOVEMBER 2023 RECEIPTS

| | |
|-----------------------------|----------------|
| Bank Plus | \$ 8.62 |
| (Interest payment) | |
| TOTAL RECEIPTS | \$ 8.62 |

NOVEMBER 2023 DISBURSEMENTS

| | |
|---|---------------------|
| Adobe ----- | \$ 57.44 |
| (Acrobat Reader, Photoshop & Illustrator Monthly Subscription) | |
| AT&T ----- | \$ 123.33 |
| (Nov bill) | |
| Daigle Outdoor Advertising ----- | \$ 300.00 |
| (Billboard rental for Nov 2023) | |
| Pointe Coupee Historical Society ----- | \$ 750.00 |
| (Dec 2023 Room Rental) | |
| Shutterstock ----- | \$ 31.74 |
| (Photos) | |
| Xerox ----- | \$ 218.29 |
| (Nov Invoice) | |
| Carlyn Morales ----- | \$ 1,116.12 |
| (Payroll for PP 10/23/23 – 11/05/2023) | |
| Carlyn Morales ----- | \$ 1,116.12 |
| (Payroll for PP 11/06/23 – 11/19/2023) | |
| Carlyn Morales ----- | \$ 1,116.12 |
| (Payroll for PP 11/20/23 – 12/03/2023) | |
| Brandi Jarreau ----- | \$ 1,062.75 |
| (Contract Work for 10/07/23 – 12/04/23) | |
| Intuit Quickbooks ----- | \$ 6.27 |
| (Payroll usage charge) | |
| Carlyn Morales ----- | \$ 444.35 |
| (Travel reimbursement Aug \$160.34, Sept \$239.08, Oct \$44.39) | |
| Geocaching ----- | \$ 29.99 |
| (Annual Subscription) | |
| Business Report ----- | \$ 96.00 |
| (Annual Subscription) | |
| Louisiana Fairs & Festivals ----- | \$ 955.00 |
| (2024 LAFF Registration for Harvest Queen) | |
| Pointe Coupee Chamber ----- | \$ 342.36 |
| (2023 Chamber Social Tickets) | |
| Lisa Robillard ----- | \$ 74.63 |
| (Reimbursement for Lunch Meeting) | |
| Country Roads Magazine ----- | \$ 2,300.00 |
| (Inv# 39980 & 40085) | |
| Pointe Coupee Historical Society ----- | \$ 1,000.00 |
| (Poydras Celebration Sponsorship) | |
| Service Charge ----- | \$ 2.40 |
| (Nov Fee) | |
| TOTAL DISBURSEMENTS ----- | \$ 11,142.91 |

ADDITIONAL ACCOUNTS
PC Visitor Enterprise Fund

NOVEMBER 2023 RECEIPTS

| | |
|-----------------------------|----------------|
| Bank Plus ----- | \$ 0.62 |
| (Interest payment) | |
| TOTAL RECEIPTS ----- | \$ 0.62 |

NOVEMBER 2023 DISBURSEMENTS

| | |
|---|----------------------|
| Transfer to Guaranty Bank for CD Account ----- (Opened a 7mth CD at Guaranty Bank) | \$ 270,000.00 |
| Bank Plus ----- (Service Charge) | \$ 0.20 |
| TOTAL DISBURSEMENTS ----- | \$ 270,000.20 |

Guaranty Bank CD

NOVEMBER 2023 RECEIPTS

| | |
|--|----------------------|
| Guaranty Bank ----- (Interest payment 11/30/23) | \$ 1,165.05 |
| TOTAL RECEIPTS ----- | \$ 271,165.05 |

NOVEMBER 2023 DISBURSEMENTS

| | |
|----------------------------------|----------------|
| TOTAL DISBURSEMENTS ----- | \$ 0.00 |
|----------------------------------|----------------|

GENERAL ACCOUNT

DECEMBER 2023 RECEIPTS

| | |
|--|--------------------|
| LA Travel Association ----- (Refund for ck# 2925) | \$ 125.00 |
| PC Parish Government ----- (3 rd Qtr 2023 Occupancy Tax) | \$ 9,392.05 |
| Bank Plus ----- (Interest payment) | \$ 8.81 |
| TOTAL RECEIPTS ----- | \$ 9,525.86 |

DECEMBER 2023 DISBURSEMENTS

| | |
|---|-------------|
| Adobe ----- (Acrobat Reader, Photoshop & Illustrator Monthly Subscription) | \$ 62.66 |
| AT&T ----- (Dec bill) | \$ 123.33 |
| Daigle Outdoor Advertising ----- (Billboard rental for Dec 2023) | \$ 300.00 |
| Pointe Coupee Historical Society ----- (Jan 2024 Room Rental) | \$ 750.00 |
| Shutterstock ----- (Photos) | \$ 31.74 |
| Xerox ----- (Dec Invoice) | \$ 209.43 |
| Carlyn Morales ----- (Payroll for PP 11/20/23 – 12/03/2023) | \$ 1,116.12 |
| Carlyn Morales ----- (Payroll for PP 12/04/23 – 12/17/2023) | \$ 1,116.12 |
| Carlyn Morales ----- (Payroll for PP 11/20/23 – 12/03/2023) | \$ 1,116.12 |
| Intuit Quickbooks ----- (Payroll usage charge) | \$ 6.27 |
| Morel's Courtyard ----- (Tico Soto – Hotel for Dec 23) | \$ 263.24 |
| Super 1 Foods ----- | \$ 46.35 |

| | |
|--|--------------------|
| (Office Supplies – restock kitchen for Dec 23) | |
| Service Charge ----- | \$ 3.40 |
| (Dec Fee) | |
| TOTAL DISBURSEMENTS ----- | \$ 4,028.66 |

ADDITIONAL ACCOUNTS
PC Visitor Enterprise Fund

DECEMBER 2023 RECEIPTS

| | |
|-----------------------------|---------------------|
| PC Parish Government ----- | \$ 40,281.00 |
| Bank Plus ----- | \$ 2.53 |
| (Interest payment) | |
| TOTAL RECEIPTS ----- | \$ 40,283.53 |

DECEMBER 2023 DISBURSEMENTS

| | |
|----------------------------------|----------------|
| Bank Plus ----- | \$ 0.10 |
| (Service Charge) | |
| TOTAL DISBURSEMENTS ----- | \$ 0.10 |

Guaranty Bank CD

DECEMBER 2023 RECEIPTS

| | |
|-----------------------------|--------------------|
| Guaranty Bank ----- | \$ 1,132.26 |
| (Interest payment 12/03/23) | |
| TOTAL RECEIPTS ----- | \$ 1,132.26 |

DECEMBER 2023 DISBURSEMENTS

| | |
|----------------------------------|----------------|
| TOTAL DISBURSEMENTS ----- | \$ 0.00 |
|----------------------------------|----------------|

DIRECTOR'S REPORT:

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

Discussed on the report was:

- Market at the Mill
- Updated Timesheets & Travel sheets
- Updates Best Western Ad
- Out sick
- Assist with PCHS Bus Tour flyers
- Work on Dymo Printer
- Attended Light up the Holidays event
- Worked on CMP Flyers
- Updates Constant Contact
- Easy Rider Meeting in Morganza
- Assisted with many Christmas flyers
- Filed
- Assist with organizing New Roads visitor center move
- PC Chamber Annual Meeting
- American Queen
- Zachary Taylor Parkway website updates
- Add attractions to Google Maps
- PCHS Field Trip to the Locks
- Update meeting minutes on website
- Update agendas on website
- Assist Pointe Breeze Motel
- Lafourche Tour bus trip

- Talk to Albert with Pond Hopper
- Visit with Tico to plan
- Filed
- Updated events on website, Facebook, & LOT site every week
- Updated constant contact emails

A. Correspondence

1. 2024 Board Meeting Dates
2. Thank you from City of New Roads
3. PC Historical Society Annual Membership
ACTION: A motion was made by Mrs. Robillard and seconded by Mrs. Chenevert, and passed unanimously, to renew the Pointe Coupee Historical Society Annual Membership for \$250.
4. Arts Council Annual Membership
ACTION: A motion was made by Mrs. Chenevert and seconded by Mrs. Robillard, and passed unanimously, to renew the Arts Council of Pointe Coupee Annual Membership for \$250.
5. Zachary Taylor Parkway Association Membership
ACTION: A motion was made by Mrs. Robillard and seconded by Mrs. Chenevert, and passed unanimously, to renew the Zachary Taylor Parkway Association Membership for \$100.00.
6. LTA Annual Membership
ACTION: A motion was made by Mrs. Robillard and seconded by Mrs. Chenevert, and passed unanimously, to renew the Louisiana Travel Association Annual Membership for \$500.00.
7. Gumbo Group Membership
ACTION: A motion was made by Mrs. Debetaz and seconded by Mrs. Dukes, and passed unanimously, to renew the Gumbo Group Annual Membership for \$500.00.

B. Events & Sponsorship Request

1. Pointe Coupee Historical Society Bus Tour
2. Pond Hopper 2024 – Discussion was made to ask Fordoche to pick up this event
3. WAFB Mardi Gras Commercial
ACTION: A motion was made by Mrs. Chenevert and seconded by Mrs. Dukes, and passed unanimously, to pay \$1,200 for the WAFB Commercial.
4. Community Center Mardi Gras Parade
ACTION: A motion was made by Mrs. Chenevert and seconded by Mrs. Dukes, and passed unanimously, to pay \$1,000 for the Community Center Mardi Gras Parade.
5. Community Center Lundi Gras
ACTION: A motion was made by Mrs. Robillard and seconded by Mrs. Debetaz, and passed unanimously, to pay \$1,000 for the Lundi Gras.
6. Lions Club Mardi Gras
ACTION: A motion was made by Mrs. Debetaz and seconded by Mrs. Robillard, and passed unanimously, to pay \$1,000 for the Lions Club Parade.
7. Livonia Mardi Gras
ACTION: A motion was made by Mrs. Chenevert and seconded by Mrs. Debetaz, and passed unanimously, to pay \$1,000 for the Livonia Parade.
8. Market at the Mill Spring
ACTION: A motion was made by Mrs. Debetaz and seconded by Mrs. Robillard, and passed unanimously, to pay \$1,200 for the Market at the Mill Spring.
9. Farmer's Market Sponsorship
ACTION: A motion was made by Mrs. Dukes and seconded by Mrs. Chenevert, and passed unanimously, to pay \$650 for the Farmer's Market Sponsorship.
10. New Roads Car Show
ACTION: A motion was made by Mrs. Debetaz and seconded by Mrs. Chenevert, and passed unanimously, to pay \$200 for the New Roads Car Show Sponsorship.
11. Wine Down on False River

ACTION: A motion was made by Mrs. Debetaz and seconded by Mrs. Dukes, and passed unanimously, to pay \$5,000 for the Wine Down Sponsorship.

C. Marketing/Advertising

1. Billboard Updates

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:

Mrs. Chenevert discussed a mandatory annual 3% raise in January every year for Mrs. Morales.

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, February 9, 2024 at 1:30 p.m.**

There being no further business, the meeting was adjourned at 3:09 p.m. in a motion by Mrs. Debetaz and seconded by Mrs. Dukes and passed unanimously.



Lisa Robillard, President



Valery Dukes, Secretary/Treasurer