

**Minutes of the  
Pointe Coupee Parish Office of Tourism  
Board of Commissioners  
April 21, 2023**

A meeting of the Pointe Coupee Parish Office of Tourism Board of Commissioners was held on Friday, April 21, 2023 at the Pointe Coupee Office of Tourism, 500 W. Main Street, Suite 104, New Roads, LA. The meeting was called to order at 1:40 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  
 Paula Lambert, 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 will review the March 10, 2023 board meeting minutes at the May Meeting. Mrs. Morales was unable to send them out in time for review.

**SECRETARY-TREASURER REPORT:**  
 The Board of Supervisors conducted a review of the Financial Statement for March 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 Mr. Moore and passed unanimously.

**GENERAL ACCOUNT**

<b>MARCH 2023 RECEIPTS</b>	
Pointe Coupee Parish Government ----- (2023 Funding Contribution)	\$ 10,125.00
Pointe Coupee Parish Government ----- (4 <sup>th</sup> Quarter 2022 Occupancy Tax)	\$ 25,172.07
Bank Plus ----- (Interest payment)	\$ 8.71
<b>TOTAL RECEIPTS -----</b>	<b>\$ 35,305.78</b>
 <b>MARCH 2023 DISBURSEMENTS</b>	
Adobe ----- (Acrobat Reader, Photoshop & Illustrator Monthly Subscription)	\$ 57.44
AT&T ----- (Mar bill)	\$ 89.25
Daigle Outdoor Advertising -----	\$ 300.00

(Billboard rental for Mar 2023)	
Pointe Coupee Historical Society ----- (Mar 2023 Room Rental)	\$ 750.00
Shutterstock ----- (Photos)	\$ 31.74
Xerox ----- (Feb Invoice)	\$ 238.76
Carlyn Morales ----- (Payroll for PP 02/27/23 – 03/12/2023)	\$ 1,116.13
Carlyn Morales ----- (Payroll for PP 03/13/23 – 03/26/2023)	\$ 1,116.11
Carlyn Morales ----- (Travel Reimbursement for Jan & Feb 2023)	\$ 614.65
The Pointe Coupee Banner ----- (December 2022 Ad)	\$ 180.00
LTA ----- (Dec-CR, Feb- CR, CM Membership)	\$ 3,665.00
Walmart ----- (Storage Supplies)	\$ 150.80
Walmart ----- (Kitchen & Office Supplies)	\$ 105.40
Walmart ----- (Office Supplies – Wagon)	\$ 86.47
USPS ----- (Postage)	\$ 9.85
Geocaching ----- (Supplies)	\$ 52.16
Service Charge ----- (Mar Fee)	\$ 4.00
<b>TOTAL DISBURSEMENTS -----</b>	<b>\$ 8,567.76</b>

**DIRECTOR’S REPORT:**

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

Discussed on the report was:

- American Queen visits
- PCHS Jazz Brunch
- Brochures for 3<sup>rd</sup> grade project
- Geocache
- Chamber Meeting
- MATM Easter Egg Hunt
- 4H Achievement Day
- MATM Maps
- Morganza Car Show Flyers
- Updated events on website, Facebook, & LOT site every week
- Updated constant contact emails

A. Correspondence

B. Events & Sponsorship Request

1. Update of Tourism Sponsorship application

Mary Debetaz

Mrs. Debetaz reviewed the checklist she created to determine if the events and projects follow our tourism funding guidelines.

2. Rural Tourism Conference – May 3<sup>rd</sup> – 5<sup>th</sup> at WBR Convention Center

3. Southeast USA Spotlight – Mobile, AL – July 10-12, 2023 - \$595 and \$295 (June 1<sup>st</sup> deadline)  
ACTION: A motion was made by Mrs. Robillard and seconded by Mrs. Debetaz and passed unanimously to have Mrs. Morales register and attend this conference.
4. LTA Online Auction – LTA Summit – August 29-31, 2023 at Crowne Plaza Baton Rouge
5. PC Autism 5K & 1 Mile Walk – April 22<sup>nd</sup>  
ACTION: A motion was made by Mrs. Chenevert, and seconded by Mrs. Dukes, and passed unanimously to sponsor the autism walk for \$500.
6. Morganza Car Show – April 1<sup>st</sup>  
ACTION: A motion was made by Mrs. Robillard, and seconded by Mrs. Chenevert, and passed unanimously to sponsor the Morganza Car show with \$150.
7. PC Chamber Crawfish Cook Off – May 7<sup>th</sup>  
ACTION: A motion was made by Mrs. Debetaz, and seconded by Mrs. Chenevert, and passed unanimously to sponsor the Pointe Coupee Chamber Crawfish Cookoff event for \$500.
8. Immaculate Conception Taste Fair – May 6<sup>th</sup>

**C. Marketing/Advertising**

1. Promotional Items

Discussion to start working on a new design and pictures for the billboard.

**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:**

- A. Wine Down on False River

Mrs. Morales discussed the event is happening this weekend and if anyone has any questions on where to volunteer, to contact Mrs. Lambert. There was discussion about the sponsorship benefits.

**NEW BUSINESS:**

- A. Tier 2.1 Forms due May 15<sup>th</sup>

**EXECUTIVE SESSION:**

**PUBLIC COMMENTS:**

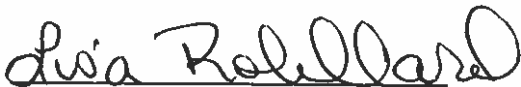
**ANNOUNCEMENTS:**

Mrs. Debetaz gave an update on the "To Bear his Cross" Event in Innis. She said they estimated 450 people attended.

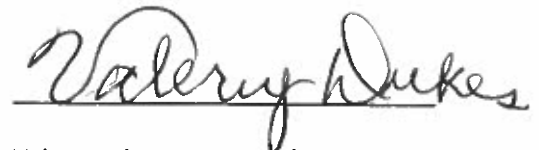
**OTHER BUSINESS:**

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, May 12, 2023 at 1:30 p.m.**

There being no further business, the meeting was adjourned at 2:54 p.m. in a motion by Mrs. Chenevert and seconded by Mrs. Debetaz and passed unanimously.



Lisa Robillard, President



Valery Dukes, Secretary/Treasurer

