

Point Coupee Office of Tourism Minutes
March 10, 2021

A regular Board Meeting of the Pointe Coupee Office of Tourism was held Wednesday on March 10, 2021 at the Poydras Center.

With a quorum declared, President Lisa Robillard called the meeting to order at 5:34 pm.

Inspirational Words: Betty Fontaine said the Inspirational words.

Board Members Present: Valery Dukes, Lisa Robillard, Betty Fontaine, Aimee Moreau, Roye Chenevert, Sharon Smith, and Wilmer D. Moore.

Board Members Absent: None

Staff Members Present: Tessa Labatut/Director

Approval of Minutes: Secretary Valery Dukes read February minutes.
MOTION: by Betty Fontaine to accept minutes with corrections, seconded by Roye Chenevert to accept the February 2021 minutes. Motion passed.

Committee Reports: **Finance** gave Financial Reports for February 2021. Board accepted February financials.

Marketing and Advertising: Tessa Labatut presented the Executive Directors report to board. She discussed board training, LTA CEO Forum, and Visitor Enterprise Funds. She also updated members on website and AQSC visit in the spring.

New Business: **Motion:** by Betty Fontaine for tourism to join with the City of New Roads in hosting Market at the Mill, Sharon Smith seconded it.

Aimee Moreau discussed tourism presence at events and suggested koozies and inserts for Market at the Mill. She also announced donation from Cleco to fund koozies.

MOTION: by Sharon Smith to except the money for koozies and seconded by Betty Fontaine.

Sharon Smith discussed Visitor Enterprise Funds and meeting with Senator Ward and State Representative Jeremy Lacombe. She also discussed marketing study that her and Roye Chenevert have been working on for the entire parish.

Roye Chenevert discussed Sherburne WLM Area that is in Pointe Coupee Parish and what a great asset it is to our parish.

Planning Committee: Tessa Labatut announced planning committee will be Sharon Smith, Val Dukes, Betty Fontaine, Aimee Moreau, and Roye Chenevert.

OLD BUSINESS: Sharon Smith discussed damage at Carol Triola's office during previous rental property. **Motion:** by Wilmer Moore to pay for damages to Mrs. Carol Triola, seconded by Val Dukes. Motion passed.

Tessa Labatut provided board with 7 choices of new logo. The board took a vote on their favorites and it was counted. The logo with egret and gold background was chosen.

Adjournment: Motioned: Betty Fontaine motioned to end meeting at 7:38 pm, seconded by Valery Dukes

Respectfully submitted,
Tessa Labatut