



# POINTE COUPÉE

OFFICE OF TOURISM  
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## Minutes of the Pointe Coupee Parish Office of Tourism Board of Commissioners October 13, 2023

A meeting of the Pointe Coupee Parish Office of Tourism Board of Commissioners was held on Friday, October 13, 2023 at the Pointe Coupee Office of Tourism, 500 W. Main Street, Suite 104, New Roads, LA. The meeting was called to order at 1:49 p.m., and the meeting was chaired by President, Mrs. Lisa Robillard.

|                        |  |
|------------------------|--|
| Commissioners Present: | Lisa Robillard, President<br>Roye Lynn Chenevert, Vice-President<br>Valery Dukes, Secretary/Treasurer<br>Betty Fontaine, Commissioner<br>Mary Debetaz, Commissioner<br>Adrienne Williams, Commissioner |
| Commissioners Absent:  | Wilmer D. Moore, Commissioner  |
| Others Present:        | Carlyn Morales, Director<br>Brandi Jarreau, Office Assistant<br>Tico Soto, Tourism Tactics by Tico   |

**ROLL CALL:** Mrs. Robillard called the roll.

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

**APPROVAL OF MINUTES:**  
The Board dispensed with the reading of the minutes of the September 08, 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. Chenevert, and seconded by Mrs. Fontaine, and passed unanimously, to approve the minutes of the September 08, 2023 Board Meeting.

**WELCOME:**  
Welcome Tico Soto with Tourism Tactics by Tico.  
Mr. Soto reviewed his Projects and Continued Training Proposal for Pointe Coupee Parish Tourism.  
**ACTION:** A motion was made by Mrs. Fontaine, and seconded by Mrs. Chenevert, and passed unanimously to approve contracting Tourism Tactics by Tico to work on projects and continued training for the Tourism personnel and board.

**SECRETARY-TREASURER REPORT:**  
The Board of Supervisors conducted a review of the Financial Statement for September 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. Fontaine and seconded by Mrs. Chenevert and passed unanimously.

1. Review Annual Financial Report for 2022

**GENERAL ACCOUNT**

**SEPTEMBER 2023 RECEIPTS**

|                                   |                    |
|-----------------------------------|--------------------|
| Bank Plus -----                   | \$ 10.43           |
| (Interest payment)                |                    |
| State of Louisiana -----          | \$ 6,179.76        |
| (Department of Revenue - Refunds) |                    |
| LTA -----                         | \$ 125.00          |
| (Refund for overpayment)          |                    |
| <b>TOTAL RECEIPTS -----</b>       | <b>\$ 6,315.19</b> |

**SEPTEMBER 2023 DISBURSEMENTS**

|  |             |
|--|-------------|
| Adobe -----  | \$ 57.44    |
| (Acrobat Reader, Photoshop & Illustrator Monthly Subscription) |             |
| AT&T -----   | \$ 122.28   |
| (Sept bill)  |             |
| Daigle Outdoor Advertising -----                               | \$ 300.00   |
| (Billboard rental for Sept 2023)                               |             |
| Pointe Coupee Historical Society -----                         | \$ 750.00   |
| (Oct 2023 Room Rental)   |             |
| Shutterstock -----   | \$ 31.74    |
| (Photos)   |             |
| Xerox -----  | \$ 207.17   |
| (Sept Invoice)   |             |
| Carlyn Morales -----   | \$ 1,116.11 |
| (Payroll for PP 08/28/23 – 09/10/2023)                         |             |
| Carlyn Morales -----   | \$ 1,116.13 |
| (Payroll for PP 09/11/23 – 09/24/2023)                         |             |
| Intuit Quickbooks -----  | \$ 5.22     |
| (Payroll usage charge)   |             |
| Nationwide Hotel Guides -----                                  | \$ 275.00   |
| (Annual Best Western Ad for Hotel Magazine)                    |             |
| Pointe Coupee Chamber of Commerce -----                        | \$ 150.00   |
| (Annual Membership Dues)                                       |             |
| Pointe Coupee Chamber of Commerce -----                        | \$ 40.00    |
| (Lunch and Learn fee for Carlyn & Brandi)                      |             |
| Harvest Festival Commission -----                              | \$ 1,000.00 |
| (Sponsorship for Harvest Festival)                             |             |
| Major, Morrison & David, CPA -----                             | \$ 2,750.00 |
| (Compilation of unaudited Financial Statements 12/31/22)       |             |
| Country Roads -----  | \$ 1,150.00 |
| (Sept ½ page ad)   |             |
| Paula Lambert -----  | \$ 272.55   |
| (Reimbursement for Airbnb – Destination Downtown)              |             |
| Pointe Coupee Banner -----                                     | \$ 65.00    |
| (Back to School Ad)  |             |
| Pointe Coupee Historical Society -----                         | \$ 300.00   |
| (12 New Roads and Old River Books)                             |             |
| Crowne Plaza -----   | \$ 280.58   |

- C. Marketing/Advertising
- 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. Renew Brandi's Contract

ACTION: A motion was made by Mrs. Fontaine and seconded by Mrs. Debetaz and passed unanimously to renew Brandi Jarreau's contract to work in the office for six more months.

**NEW BUSINESS:**

**EXECUTIVE SESSION:**

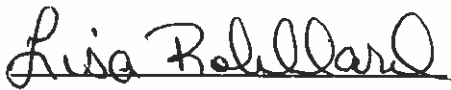
**PUBLIC COMMENTS:**

**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, November 10, 2023 at 1:30 p.m.**

There being no further business, the meeting was adjourned at 3:00 p.m. in a motion by Mrs. Fontaine and seconded by Mrs. Dukes and passed unanimously.



Lisa Robillard, President



Valery Dukes, Secretary/Treasurer

|                                       |                    |
|---------------------------------------|--------------------|
| (Hotel for LTA Conference for Carlyn) |                    |
| Service Charge -----                  | \$ 3.40            |
| (Sept Fee)                            |                    |
| <b>TOTAL DISBURSEMENTS -----</b>      | <b>\$ 9,992.62</b> |

Mrs. Morales updated the Board that she and President, Mrs. Robillard, successfully combined the Visitor Center Building Fund and the Film Pointe Account into the Visitor Enterprise Account. Mrs. Morales updated that she and Mrs. Robillard successfully opened a CD account at Guaranty bank. This will all show on the October financials.

**DIRECTOR’S REPORT:**

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

Discussed on the report was:

- Rescheduled Pond Hopper Event for 2024
- Scan Meeting Minutes
- Work on Xerox Scanner (not scanning)
- Assist with Harvest Festival Pageant décor pickup
- Destination Downtown Monroe
- Attended PC Chamber Meeting
- American Queen visits
- Attend Coffee & Conversation
- Attend PC Historical Society Meeting
- Assist with Amite Dog Trial in Morganza
- LPB filmed in my board room
- Assist with Harvest Festival Exhibit info
- Combined accounts at Bank Plus
- Opened a CD Account at Guaranty bank
- Attended Lunch & Learn
- Attended Harvest Festival Meeting
- Re-Ordered Promo items
- Ordered Candy for Boo & Brew
- Sent Mardi Gras info to LOT
- Assist with Veterans Day flyer
- Updated events on website, facebook & LOT site every week
- Updated constant contact emails
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- Updated constant contact emails

**A. Correspondence**

1. Poinsettia Fundraiser  
ACTION: A motion was made by Mrs. Robillard and seconded by Mrs. Fontaine, and passed unanimously to purchase six poinsettias at \$17 each.
2. Poydras Potluck Dinner – December 12<sup>th</sup>  
The Board discussed that we would move the December Board meeting to Tuesday, December 12<sup>th</sup> at 5:30pm and we would participate in the social at 6:30pm.
3. Follow up of Dog Trials  
Mrs. Morales shared the feedback from the Amite River Retriever Hunt Club on how much the club spent in the community.

**B. Events & Sponsorship Request**

1. Pointe Coupee Historical Society – Poydras 100 year celebration  
ACTION: A motion was made by Mrs. Robillard and seconded by Mrs. Debetaz, and passed unanimously to pay \$1,000 for sponsorship of the Poydras event.