



# POINTE COUPÉE

OFFICE OF TOURISM  
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## Minutes of the Pointe Coupee Parish Office of Tourism Board of Commissioners September 20, 2024

A meeting of the Pointe Coupee Parish Office of Tourism Board of Commissioners was held on Friday, September 20, 2024 at the Pointe Coupee Office of Tourism, 500 W. Main Street, Suite 104, New Roads, LA. The meeting was called to order at 2:09 p.m., and the meeting was chaired by President, Mrs. Lisa Robillard.

Commissioners Present: Lisa Robillard, President  
Betty Fontaine, Commissioner  
Wilmer D. Moore, Commissioner  
Adrienne Williams, Commissioner

Commissioners Absent: Roye Lynn Chenevert, Vice-President  
Valery Dukes, Secretary/Treasurer  
Mary Debetaz, Commissioner

Others Present: Carlyn Morales, Executive Director  
Brandi Jarreau, Executive Assistant  
Gale Roy, Executive Director of Arts Council of Pointe Coupee

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

**INSPIRATIONAL WORD:**

Mrs. Roy opened the meeting with an inspirational word.

**WELCOME VISITORS:**

Mrs. Gale Roy, the executive director from the Arts Council of Pointe Coupee, gave a presentation about the programs and events the Arts Council of Pointe Coupee have hosted over the years. She discussed the Sponsorship Packet.

**ACTION:** The Board decided to review the sponsorship packet at the October meeting to discuss potential sponsorship.

**APPROVAL OF MINUTES:**

The Board dispensed with the reading of the minutes of the August 9, 2024 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. The board decided to table the approval of minutes until the October meeting.

**SECRETARY-TREASURER REPORT:**

The Board of Supervisors conducted a review of the Financial Statement for August 2024. Director, Mrs. Morales, reviewed the Financial Statement in detail. President, Mrs. Robillard asked for any public comments. Mrs. Morales realized she attached the August 2023 Financial Statement. The Board tabled the approval of the Financial Statement until the October Meeting.

**DIRECTOR'S REPORT:**

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

Discussed on the report was:

- Attended Pointe Coupee Historical Society Meeting
- Brandi attended the Chamber Social
- Updated receipts and disbursement files
- RFP Presentations
- Met with PC Parish Govt about Museum
- Attended Lunch and Learn – Emergency Preparedness
- Sent ads to American Road Magazine
- Scanned Minutes
- Met with Mr. Darryl Patin
- Talked to Emmett Jarreau about Pointe Breeze
- LA Summit in Shreveport
- Planning Harvest Festival Exhibit
- Assisted with Harvest Festival Queens day
- Update Occupancy Tax
- Update Industry Portal
- Send Atchafalaya restaurants for their brochure
- Met with Wynne from Graham Group to get schedule
- Call Quickbooks
- Hurricane Francine shutdown
- Made 2025 Calendar for Synergy Bank
- Add summit emails to Constant Contact
- Called Constant Contact
- Make Goodie Bags for Parish meeting in October
- Ordered more brochures and office supplies
- CESPC Tours of Poydras
- Updated calendar
- Sent out newsletter
- Updated events on website, Facebook, & LOT site every week
- Updated constant contact emails

A. Correspondence

B. Events & Sponsorship Request

1. Dream Day Hunting for Special Needs – October 25 & 26<sup>th</sup>

C. Marketing/Advertising

1. Travel Story Update

Mrs. Morales gave the update.

2. Rebrand Update

Mrs. Morales talked about her meeting with Wynne and the discussion of interviews.

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:**

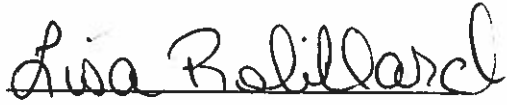
**PUBLIC COMMENTS:**

**ANNOUNCEMENTS:**

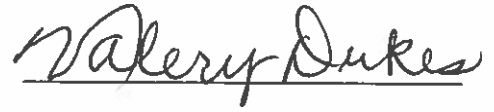
**OTHER BUSINESS:**

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, October 11, 2024 at 1:30 p.m.**

There being no further business, the meeting was adjourned at 3:15 p.m. in a motion by Mrs. Fontaine and seconded by Mrs. Williams and passed unanimously.



Lisa Robillard, President



Valery Dukes, Secretary/Treasurer

