

**Jeff Davis Parish Tourist Commission  
Minutes of Meeting  
April 8, 2025**

<b>Name</b>	<b>Representing</b>	<b>Present</b>	<b>Absent</b>
<b>Sheila Chapman, Chairman</b>	<b>Lake Arthur</b>	<b>X</b>	
<b>Ronnie Petree</b>	<b>At Large</b>	<b>X</b>	
<b>Kori Myers</b>	<b>At Large</b>	<b>X</b>	
<b>Shelby LaFosse</b>	<b>Welsh</b>	<b>X</b>	
<b>Jeremy Doucet</b>	<b>Jennings</b>	<b>X</b>	
<b>Austin Bertrand</b>	<b>Elton</b>		<b>X</b>
<b>Kayla Doga</b>	<b>Hotel</b>	<b>X</b>	
<b>Landon Daigle</b>	<b>Coushatta</b>	<b>X</b>	
<b>Greg Marcantel, CPA</b>		<b>X</b>	
<b>Tourist Commission CE/Director</b>			<b>X</b>
<b>Macey Guidry Cormier</b>		<b>X</b>	
<b>Linda LeBlanc</b>		<b>X</b>	
<b>Mayor Henry Guinn</b>	<b>Jennings</b>		<b>X</b>
<b>Ben Boudreaux</b>	<b>Police Jury</b>	<b>X</b>	
<b>Jeanne Boudreaux</b>			<b>X</b>

**Call to Order:** Vice Chairman Kori Myers called the meeting to order. Jeremy Doucet led the prayer and Kayla Doga led the pledge.

**Approval of Agenda:** It was moved by Ronnie Petree, seconded by Jeremy Doucet, and passed unanimously to approve the agenda for April 11, 2025, as presented.

**Ratify Action:** It was moved by Kayla Doga, seconded by Ronnie Petree, and passed unanimously to ratify all action taken at the March 11, 2025, meeting.

**Approval of Minutes:** It was moved by Kayla Doga, seconded by Jeremy Doucet, and passed unanimously to approve the minutes of March 11, 2025, as presented.

Sheila Chapman entered the meeting at 12:11pm.

**Financial Report:** It was moved by Ronnie Petree, seconded by Kori Myers, and passed unanimously to accept the February 2025 financial report as presented.

**Public Comments:** None.

**Old Business:** Sheila Chapman reported that 7 candidates for the Tourist Commission Director's position were interviewed after receiving 40 applications. If the Search Committee finalizes recommendations for a new director before the next scheduled Tourist Commission meeting, a special Tourist Commission meeting will be called to select the new director.

Sheila Chapman stated the Swamp STOL aviation event is taking place April 9-12<sup>th</sup> and the Tourist Commission is working with the Jennings Festival Association for the event. The Tourist Commission donated \$750 for a STOL banquet sponsorship, providing goody bags to the pilots, and supplying Rum-a-Ritas for the STOL banquet. All Board members were encouraged to attend.

Linda LeBlanc reported that a reptile liability insurance policy would cost \$5,392.44 for \$250,000/500,00 coverage and \$8,892.33 for \$1,000,000/2,000,000 coverage. It was moved by Kori Myers, seconded by Kayla Doga, and passed unanimously to purchase the reptile insurance policy from Jeff Davis Insurance for a \$8,892.33 for the \$1,000,000/2,000,000 liability coverage policy.

**New Business:** It was moved by Ronnie Petree, seconded by Kori Myers, and passed unanimously to approve a \$2,000.00 Marketing Grant for Last Resort Show LLC, October 17-19, 2025, with the first payment to be \$1,500.00. Sheila Chapman abstained from voting.

The need for a new park entrance sign and better directional signage was discussed. Sheila Chapman will contact the mayor on the subject.

**Visitor Count and Sales:**

- Gator Chateau Visitor Count: March 2024 ~ 4,694; March 2025 ~ 5,885
- Gift Shop Sales: March 2024 ~ \$18,711.50; March 2025 ~ \$29,441.60

**Sales Tax Report:** The sales tax collections for March 2025 paid in April 2025 were \$11,722.74.

**Parish Events:**

- SWLA Cajun Music Jam every 2 weeks at Gator Chateau, next is April 12
- Welsh Events: Easter Egg Hunt April 12, Rock the Block April 12, indoor vendor market at Red Cardinal 3<sup>rd</sup> Saturday of the month
- Lake Arthur Events: Easter Egg Hunt April 13, Freedom Fest June 28
- Jennings Events: Turn It Up Tuesdays April 8-May 6, Car Show May 17, Market on Main June 7, August 9, September 6, October 25, November 8, December 6, Stars & Stripes July 3, Jennings Downtown Alive October 25
- Love the Book Week April 5-13 and Chamber's Clean Biz Partnership April 12

**Marketing/Communications Director's report:**

Macey Cormier reported the following:

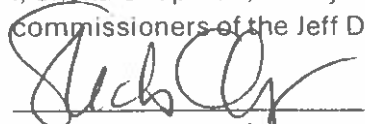
- Reviewed social media stats from Facebook, Instagram, and Tiktok with views from 417.6 to 663.7 thousand views
- Compass Media Foodie Focus Campaign – included 6 ads through Google and a Video Ad on Instagram. Estimated 2,500+ clicks and 250,000+ impressions

**Announcements:**

- Kaylee Bryant is the new Gator Chateau manager.
- The Next Tourist Commission meeting will be at noon on Tuesday, May 13, 2025, at the Tourist Commission Administration office.
- Ethics Financial Disclosure Reports Due May 15, 2025

**Adjournment:** A motion was made by Jeremy Doucet, seconded by Kori Myers, and passed unanimously to adjourn.

I, Sheila Chapman, certify that the above and foregoing constitute the minutes of the meeting of the commissioners of the Jeff Davis Tourist Commission held on April 8, 2025.

  
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Sheila Chapman, Chairman