

**Jeff Davis Parish Tourist Commission
Minutes of Meeting
August 20, 2024**

Name	Representing	Present	Absent
Sheila Chapman, Chairman	Lake Arthur	X	
Ronnie Petree	At Large	X	
Kori Myers	At Large	X	
Bengt Lindell	Welsh	X	
Katelyn Breaux	Jennings	X	
Austin Bertrand	Elton		X
Kayla Doga	Hotel	X	
Landon Daigle	Coushatta	X	
Greg Marcantel, CPA			
Creed Romano, CEO		X	
Randy Whetstine		X	
Macey Guidry		X	
Linda LeBlanc		X	
Mayor Henry Guinn		X	

Call to Order: Sheila Chapman called the meeting to order. Kori Myers led the prayer, and Bengt Lindell led the pledge.

Approval of Agenda: Bengt Lindell made a motion, seconded by Ronnie Petry, and passed unanimously to approve the agenda for August 20, 2024.

Approval of Minutes: Ronnie Petry, seconded by Kori Myers, moved unanimously to approve the minutes from June 11, 2024.

Financial Report: Greg Marcantel reported on the Financials. Katelyn Breaux made a motion, seconded by Bengt Lindell, and it passed unanimously.

Public Comments: None

Old Business: None

New Business: A letter of recommendation from the Coushatta Tribe of Louisiana recommended Landon Daigle for a board position. Ronnie Petry made a motion to accept, seconded by Katelyn Breaux, and it passed unanimously.

Chairman Sheila Daigle discussed the purpose of the evaluation committee. She also discussed brainstorming to drive parish-wide tourism. A "Get Lit" Bus tour was discussed to get the municipalities involved.

Director of Tourism Randy Whetstine said she and Sheila want the board to be more active and contribute ideas on bringing more tourists to the area. A discussion was held about planning a music festival.

A 2024-2025 Board of Commissioners Manual was presented for review.

Chairman Sheila Chapman would like to host a Tourist Commission Social at her home for board members. The date is TBD.

The Lake Arthur Marketing Grant for the Christmas Festival was presented in the amount of \$2,000. Ronnie Petry made the motion, which was seconded by Kori Myers and approved unanimously.

The Battle of the Bows Marketing Grant in the amount of \$2,000 was presented. Bengt Lindell made a motion, which was seconded by Kori Myers and passed unanimously.

CEO/President report:

- Creed Romano reported that the office is staying on top of the current trends in tourism.
- LA Travel Summit in Shreveport will be attended by Creed, Randy, Macey, and Sheila next week.

Tourism Director's Report:

Randy Whetstine reported the following:

- Informed the board that she has booked three tour bus tours for Crawfish/Rice Farm tours for 2024 and will continue to market the bus tours heavily. These tours have the option to end their tour with a crawfish boil.
- Reports that Stearman has a marketing person she works closely with. She is trying to alleviate some of the expenses for the Tourist Commission. Randy reports she will need volunteers for Friday, October 5, and Saturday, October 6.
- The Last Resort Car Show will be held October 18 and 19 at the I-10 park.
- The Yellow Rails and Rice Festival will be held
- She is working with LDWF to control the overgrowth of aquatic vegetation in the pond.
- Listed the repairs that are in progress at the office and chateau.

Marketing/Communications Director's report:

Macey Guidry reported the following:

- Reviewed social media stats.
- Working with website designers to redo our website
- Listed all ads and publications she has created.
- Continues visiting businesses within the parish and filming promotional videos for the businesses.

Visitor Count and Sales:

Manager Taylor Trahan reported the following:

- Gator Chateau Visitor Count: June 2024 ~ 5,529; July 2024 ~ 5,819
- Gift Shop Sales: June 2024 ~ \$15,166.35 and July 2024 ~ \$14,085.75

Sales Tax Report

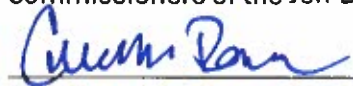
The collections for the month of June 2024 paid in July were \$16,570.93 and collections for the month of July 2024 paid were \$17,616.65.

Announcements:

The Next Tourist Commission meeting will be on Tuesday, October 15, 2024, at the office of the Tourist Commission administration.

Adjournment: A motion was made by Bengt Lindell and seconded by Kori Myers, which was passed unanimously to adjourn.

I, Creed Romano, certify that the above and foregoing constitute the minutes of the meeting of the commissioners of the Jeff Davis Tourist Commission held on August 20, 2024.



Creed Romano, CEO/President

