

**Jeff Davis Parish Tourist Commission
Minutes of Meeting
February 14, 2023**

| Name | Representing | Present | Absent |
|------------------------------------|--------------|---------|--------|
| Sheila Chapman, Chairman | Lake Arthur | X | |
| Buffine Crochet, Vice- Chairman | Hotel | X | |
| John Marceaux, Treasurer/Secretary | Lake Arthur | | X |
| Ronnie Petree | | X | |
| Bengt Lindell | Welsh | X | |
| Austin Bertrand | Elton | X | |
| Carter Prejean | Jennings | | X |
| Greg Marcantel, CPA | | X | |
| Creed Romano, CEO | | X | |
| Kyler Royer, TOD | | X | |
| Kaylee Bryant, TIM | | X | |

Guests: Linda Leblanc, Randy Whetstine

Call to Order: Sheila Chapman called meeting to order. Ronnie Petree led us in prayer and Buffine Crochet led the pledge.

Approval of Agenda: A motion was made by Ronnie Petree and seconded by Buffine Crochet, passed unanimously to approve the and February 14, 2023 Agenda.

Approval of Minutes: A motion was made by Buffine Crochet and seconded by Ronnie Petree, passed unanimously to approve the minutes of December 20, 2022.

Approval of Financials:

- Moved by Buffine Crochet and seconded by Austin Bertrand, Bengt Lindell abstained from voting, to approve the financials of November 2022, December 2022, and January 2023.
- A motion was made by Ronnie Petree and seconded by Buffine Crochet to have the financial reports sent to board members as soon as they are received by the Jeff Davis Parish Tourist Commission, passed unanimously.
- A motion was made by Buffine Crochet and seconded by Austin Bertrand to approve the Jeff Davis Parish Tourist Commission audit report for the year ended June 30, 2022, passed unanimously.



Public Comments:

Old Business:

New Business:

- A motion was made by **Ronnie Petree** and seconded by **Buffine Crochet** to approve the Tourist Development & Marketing Grant for 6th Annual Jennings CR Rodeo, **passed unanimously**.
- A motion was made by **Bengt Lindell** and seconded by **Austin Bertrand** to remove Tracie Fontenot from the shopkeep account, used for merchandise at the Gator Chateau, and make either **Creed Romano** or **Linda LeBlanc** responsible for all financial or management matters, **passed unanimously**.
- A motion was made by **Austin Bertrand** and seconded by **Ronnie Petree** to allow Kyler Royer to continue as a second-year student at STS Marketing College in June and allow Jamie Lee to begin her education at STS Marketing College as well, **passed unanimously**.
- **Austin Bertrand** stated that Jeff Davis Parish in 2022 had over 82,000 acres of rice, which is the most we've had since 1973.
- **Buffine Crochet** stated that at the Hampton Inn in the year 2022, they received one of their highest number of guests passing through Jeff Davis Parish. The guest's biggest complaint is the lack of entertainment in the immediate area.

CEO/President report:

- **Creed Romano** reported the following:
- I graduated from the LTLA class in January, I would like to thank everyone for allowing me to be a part of this incredible program. Going throughout the state and seeing how different parishes and communities promote tourism and all the contacts I was able to make will help us evolve our tourism presence.
- We are trying to work with every municipality and community in our parish to help our economic growth.

Kyler Royer, TOD:

- **Kyler Royer** reported the following:
- The 3rd annual SwampSTOL will be held from March 16th – 18th. The Bernie Allan band will be playing for all participants and visitors. There are around 200 airplanes registered to attend this event. This is quickly becoming one of the largest STOL events in the country.
- Mardi Gras has officially kicked off in our parish. The City of Welsh held its first children's Mardi Gras run to great success, with over 90 participants. The City of Welsh also held its adult Mardi Gras event, with 36 floats and abundant horses. The City of Lake Arthur held their Mardi Gras festivities with over 50 floats. Elton held their children's Mardi Gras run with 29 participants. The City of Jennings and the Town of Elton will be holding their Mardi Gras events on February 18th.
- Crawfish farm tours will begin in March and run through May on every Wednesday, Thursday, and Friday. We have already had multiple schools register, our largest has over 100 students and 100 parents.
- Marketing report from Jamie Lee: Mainly Marathon series will be held at the I-10 Park on March 21st. The SWLA Acoustic Cajun Music Jam will also continue every other Saturday at the Visitor



Center at the I-10 Park. Social Media Number: Jeff Davis Parish Tourist Commission – Facebook: 9,177 Instagram: 1,071 Twitter: 779. Gator Chateau – Facebook: 4,282 Instagram: 873. We just wrapped up the weekly social media series “Geaux for Gumbo” on all tourism accounts. I am working on a food campaign for the spring. We just wrapped up the materials for an upcoming Spotify ad to be broadcasted in April with an estimated 75,000 impressions. We will also be running AD SOURCE digital billboards with the Jeff Davis Parish Chamber of Commerce. Advertising Crawfish Farm Tours, the Cajun Jam, and the upcoming STOL event.

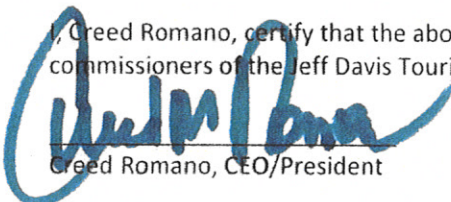
Kaylee Bryant, TIM:

- Gator Chateau Visitor Count: December 2022 – 2983; January 2023 – 2,639
- Gift Shop Sales: December 2022 and January 2023 ~\$16,443.50

Announcements: Next Tourist Commission meeting will be on Tuesday, April 11, 2023, location TBA

Adjournment: A motion was made by **Ronnie Petree** and seconded by **Austin Bertrand**, 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 February 14, 2023.


Creed Romano, CEO/President

