



**Minutes of the
 Pointe Coupee Parish Office of Tourism
 Board of Commissioners
 February 9, 2024**

A meeting of the Pointe Coupee Parish Office of Tourism Board of Commissioners was held on Friday, February 9, 2024 at the Pointe Coupee Office of Tourism, 500 W. Main Street, Suite 104, New Roads, LA. The meeting was called to order at 1:37 p.m., and the meeting was chaired by President, Mrs. Lisa Robillard.

- Commissioners Present: Lisa Robillard, President
 Wilmer D. Moore, Commissioner
 Betty Fontaine, Commissioner
 Mary Debetaz, Commissioner
 Adrienne Williams, Commissioner
- Commissioners Absent: Roye Lynn Chenevert, Vice-President
 Valery Dukes, Secretary/Treasurer
- Others Present: Carlyn Morales, Director
 Brandi Jarreau, Assistant

ROLL CALL: Mrs. Robillard called the roll.

INSPIRATIONAL WORD:
 Mr. Moore opened the meeting with an inspirational word.

APPROVAL OF MINUTES:
 The Board dispensed with the reading of the minutes of the January 12, 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 and there were none. A motion was made by Mr. Moore, and seconded by Mr. Debetaz, and passed unanimously, to approve the minutes of the January 12, 2024 Board Meeting.

SECRETARY-TREASURER REPORT:
 The Board of Supervisors conducted a review of the Financial Statement for January 2024. 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 contains a record of the receipts and disbursements) was approved by the Board in a motion by Mrs. Debetaz and seconded by Mrs. Fontaine and passed unanimously.

GENERAL ACCOUNT

JANUARY 2024 RECEIPTS

PC Parish Government ----- (2024 Funding Contribution)	\$ 10,125.00
PC Parish Government ----- (4th Qtr 2023)	\$ 17,495.74

Bank Plus -----	\$ 8.81
(Interest payment)	
TOTAL RECEIPTS -----	\$ 27,629.55

JANUARY 2024 DISBURSEMENTS

Adobe -----	\$ 62.66
(Acrobat Reader, Photoshop & Illustrator Monthly Subscription)	
AT&T -----	\$ 123.33
(Jan bill)	
Daigle Outdoor Advertising -----	\$ 600.00
(Billboard rental for Dec 2023 & Jan 2024)	
Pointe Coupee Historical Society -----	\$ 750.00
(Jan 2024 Room Rental)	
Shutterstock -----	\$ 31.74
(Photos)	
Xerox -----	\$ 218.01
(Jan Invoice)	
Carlyn Morales -----	\$ 1,121.12
(Payroll for PP 12/18/23 – 12/31/2023)	
Carlyn Morales -----	\$ 1,121.12
(Payroll for PP 01/01/24 – 01/14/2024)	
Brandi Jarreau -----	\$ 702.00
(Contract Work for 12/07/23 – 01/18/24)	
Intuit Quickbooks -----	\$ 6.27
(Payroll usage charge)	
LA Travel Association -----	\$ 500.00
(2024 Full Membership - Carlyn)	
Arts Council of Pointe Coupee -----	\$ 250.00
(2024 Full Membership)	
PC Historical Society -----	\$ 250.00
(2024 Annual Membership)	
New Roads Main Street -----	\$5,000.00
(2024 Wine Down Sponsorship)	
Livonia Carnival Association -----	\$ 1,000.00
(2024 Mardi Gras Sponsorship)	
Market at the Mill -----	\$ 1,200.00
(2024 Sponsorship)	
Madison Callahan -----	\$ 650.00
(New Roads & Livonia Market 2024 Sponsorship)	
Friends of Main Street -----	\$ 200.00
(15th Annual Car Show 2024 Sponsorship)	
New Roads Lions Club -----	\$ 1,000.00
(2024 Mardi Gras Sponsorship)	
SE Louisiana Gumbo Group -----	\$ 500.00
(2024 Annual Membership)	
Community Center Carnival Club -----	\$ 1,000.00
(2024 Sponsorship)	
Community Center Carnival Club -----	\$ 1,000.00
(2024 Lundi Gras Sponsorship)	
USPS -----	\$ 81.50
(Stamps)	

Best Name Badges ----- (Name Tags: Carlyn, Brandi, Mary & Adrienne)	\$ 70.00
Country Roads ----- (Oct & Nov 2024)	\$ 2,300.00
Zachary Taylor Parkway ----- (2024 Annual Membership)	\$ 100.00
Office Depot ----- (Office Supplies)	\$ 285.62
Alma General Store ----- (Tico & Carlyn Lunch 1/11/24)	\$ 21.64
Ma Mama's ----- (Tico & Carlyn dinner 1/10/24)	\$ 115.88
City of New Roads ----- (½ white tourism bags)	\$ 2,020.00
Service Charge ----- (Jan Fee)	\$ 8.58
TOTAL DISBURSEMENTS -----	\$ 22,289.47

ADDITIONAL ACCOUNTS
PC Visitor Enterprise Fund

JANUARY 2024 RECEIPTS

Bank Plus ----- (Interest payment)	\$ 4.06
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TOTAL RECEIPTS ----- \$ 0.62

JANUARY 2024 DISBURSEMENTS

TOTAL DISBURSEMENTS ----- \$ 0.00

Guaranty Bank CD

JANUARY 2024 RECEIPTS

Guaranty Bank ----- (Interest payment 11/30/23)	\$ 1,165.05
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TOTAL RECEIPTS ----- \$ 271,165.05

JANUARY 2024 DISBURSEMENTS

TOTAL DISBURSEMENTS ----- \$ 0.00

DIRECTOR'S REPORT:

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

Discussed on the report was:

- Attended Coffee & Conversations Meeting
- Attended Pointe Coupee Historical Society Meeting
- Review Tico Plans with Brandi
- Scanned signed minutes
- Ordered stamps, name tags, office supplies
- Updated hotels & campground information
- 100 bags for Mr. Henry Watson for St. Fran talk
- Brochures for Mr. Harry at Museum
- Ag Tour information to State Office
- Plan Country Roads Lead Generation Packet
- Assist Val with Buddy Guy information
- Plan Brochure with Von Mack Agency

- Meet with Jeanine Lemoine, Henry, Paula & Mindy to talk about North End
- Attended Lunch & Learn
- Attended Farm Forum with Paula
- Worked with Lisa Orion "Cher" to promote her upcoming concerts
- Emailed CPA 2024 Financial requests
- Talked to Dean Simon about 2 night giveaway of his camp
- Updated Country Roads strategy with James
- Filed
- Sent out Newsletter
- Updated events on website, Facebook, & LOT site every week
- Updated constant contact emails

A. Correspondence

1. Thank you from PC Historical Society
2. Thank You from PC Chamber
3. Review 2024 Job Description
4. Name Badges
5. Credit Card
6. Computer with 2 screens
7. Multi Use Updates - Mrs. Morales reviewed the report from Mr. Bill Davis

B. Events & Sponsorship Request

1. Pointe Coupee Council on Aging Friends of the Senior Gala
ACTION: A motion was made by Mrs. Fontaine and seconded by Mrs. Debetaz, and passed unanimously, to pay \$100 for the Council on Aging Gala

2. Atchafalaya Heritage Area National Conference

3. Louisiana Triathlon

ACTION: A motion was made by Mr. Moore and seconded by Mrs. Debetaz, and passed unanimously to pay \$500 to the Louisiana Triathlon

4. Southeast Spotlight - July 8-10th

C. Marketing/Advertising

1. Billboard Updates - Get quotes and update of pictures
2. Brochure Update - Working with Von Mack Agency
3. Country Roads Lead Generation Packet

C. 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, March 9, 2024 at 1:30 p.m.**

There being no further business, the meeting was adjourned at 2:46 p.m. in a motion by Mrs. Debetaz and seconded by Mr. Moore and passed unanimously.

Handwritten signature of Lisa Robillard in cursive script.

Lisa Robillard, President

Handwritten signature of Valery Dukes in cursive script.

Valery Dukes, Secretary/Treasurer

