

Point Coupee Office of Tourism Minutes
May 12, 2021

A regular Board Meeting of the Pointe Coupee Office of Tourism was held Wednesday on May 12, 2021 at the Poydras Center.

With a quorum declared, President Lisa Robillard called the meeting to order at 5:32 pm.

Inspirational Words: Wilmer Moore said the Inspirational words.

Board Members Present: Valery Dukes, Lisa Robillard, Betty Fontaine, Aimee Moreau, Roye Chenevert, and Wilmer D. Moore.

Board Members Absent: None

Staff Members Present: Tessa Labatut/Director

Approval of Minutes: April 14 Regular Meeting minutes were emailed and read in silence. As were the April 28 Special Meeting minutes.

MOTION: by Betty Fontaine to accept April 14th, 2021 Regular Meeting minutes with corrections, seconded by: _____

Motion died, due to lack of second.

MOTION: by Valery Dukes to accept April 28th, 2021 Special Meeting minutes, seconded by Wilmer Moore. Motion passed.

Committee Reports: Finance Tessa Labatut read Financial Reports for April 30, 2021. Board accepted financials.

Marketing and Advertising: Tessa Labatut presented the Executive Directors report to board. She discussed the website, meeting with Paula Lambert & Olivia Stewart. She also discussed Country Roads give away ad that is currently running in May.

Discussion was had regarding Cooperative Marketing Plan and deadline to enter application to State of Louisiana Office of Tourism by June 1, 2021. Aimee Moreau suggested meeting to discuss advertisement placement over the next Louisiana State physical year (July 1st, 2021 thru June 30th 2022) in the last week of May.

New Business: Betty Fontaine discussed insurance for the board of directors and that only liability for was in place for P.C. Office of Tourism, she requested purchasing Directors and Officers insurance from Smith LBA. Betty Fontaine also discussed renting the old Satterfield's

billboard located on La. Hwy. 190 West for the P.C. Office of Tourism from Daigle Outdoor Ads for \$300 per month with a one-year contract.

MOTION: by Betty Fontaine to purchase D & O insurance, seconded by Lisa Robillard. Motion passed.

MOTION: by Betty Fontaine to rent billboard on Hwy. 190, seconded by Aimee Moreau. Motion passed.

Tessa Labatut discussed the lease for Office of Tourism had expired with the Poydras Center and needed to sign new lease with Historical Society.

MOTION: by Betty Fontaine to lease Poydras Center for another year, seconded by Roye Chenevert. All in favor, motion passed.

OLD BUSINESS: Tessa Labatut discussed website is up and running with a few hick-ups, but it is live, and she is posting events to it weekly.

Adjournment: Meeting adjourned at 6:38 pm.

Respectfully submitted,
Tessa Labatut