



Cameron Parish Tourist Commission
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www.visitcameronparish.org

MINUTES

The Cameron Parish Tourist Commission held its Regular Session on Thursday, May 22, 2025, at the Cameron Parish Police Jury Conference Room in Cameron, Louisiana. The meeting commenced at 5:00 p.m., chaired by Carolyn Miller, who led the Pledge of Allegiance and the prayer.

COMMISSIONERS PRESENT: Carolyn Miller, Chairman; Vicki Little, Vice Chairman; Michele Long, Secretary; Joe Ann Labove, Susan Boudreaux, and Geralyn Myers

ABSENT: Telesha Bertrand

GUESTS: None

PUBLIC COMMENT: None

APPROVAL OF MINUTES: Pending draft minutes of the previous meeting were distributed to all board members via email prior to the meeting. A motion to approve the April 16, 2025, minutes as presented was made by Susan Boudreaux, seconded by Joe Ann Labove, and passed unanimously. The approved minutes will be published in the *Cameron Pilot*, the paper of record.

CORRESPONDENCE: Graduation card from Miss Cameron, Sydney Waters; Thank you letter from LOS Birders.

TREASURER'S REPORT: A motion to accept the April 2025 financial report as presented was made by Susan Boudreaux, seconded by Joe Ann Labove, and passed unanimously.

REVIEW AND PAYMENT OF BILLS: A motion to approve payment of \$211.75 to LACVB & LACVB-6 was made by Vicki Little, seconded by Geralyn Myers, and passed unanimously.

OLD BUSINESS:

Ratify Recurring Charges: A motion to approve the recurring charges for the Cameron Pilot & Google Workspace was made by Geralyn Myers, seconded by Vicki Little, and passed unanimously.

Calendar of Events:

- The board will continue exploring and promoting events to showcase Cameron Parish.
- Upcoming events:

Crab Festival	6/14/25
Marshland Festival	7/18/25
Lion's Club Fishing Festival	8/8-9/25
Louisiana Travel Summit	8/26-28/25

Social Media, Website, and Advertising (CMP) Update: The board examined social media analytics before selecting the winners of the 'Spring Adventure in Cameron Parish Photo Contest.' Winners will be notified, receive promotional gift baskets, and have their photos featured on the Tourist Commission's social media platform, website, and brochure.

Graham Group is currently redesigning the website and will contact the commission for necessary approvals. The full payment of \$9,250 has been completed.

The commission also reviewed the Louisiana Office of Tourism Cooperative Marketing Program Grant, which includes both print advertising (magazines/newspapers) and digital programmatic banner ads. The board will continue to evaluate the program and plans to make a final decision at the June meeting.

NEW BUSINESS:

Vicki Little provided an update on the Gateway to the Gulf magazine.

The board will continue to focus on five key goals for 2025.

1. Maximize Festival/Event Promotion & Attendance
2. Enhance Digital Presence & Analytics
3. Infrastructure & Funding Opportunities
4. Economic Development & Business Engagement
5. Five-Year Strategic Planning

UPDATES: None

ANNOUNCEMENTS:

- Ethics and Prevention of Sexual Harassment Trainings are required to be completed by December 31, 2025.

NEXT MEETING: Thursday, June 26, 2025, at 5:00 p.m. in the Police Jury Conference Room.

Adjournment: A motion to adjourn at 8:05 p.m. was made by Michele Long, seconded by Vicki Little, passed unanimously.

APPROVED BY:


CAROLYN MILLER, CHAIRMAN

ATTEST BY:


MICHELE LONG, SECRETARY/TREASURER