



Cameron Parish Tourist Commission
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MINUTES

The Cameron Parish Tourist Commission met in Regular Session on Monday, March 25, 2024, at the Grand Lake Library, 10200 Gulf Hwy, Lake Charles, LA 70607. The meeting was called to order at 1:00 p.m. with Chairman, Stephanie Rodrigue, presiding. The Prayer was led by Mary Johnson, and the Pledge of Allegiance was led by Carolyn Miller.

COMMISSIONERS PRESENT: Stephanie Rodrigue, Chairman; Carolyn Miller, Vice Chairman; Mary Johnson, Treasurer; Joe Ann LaBove, Vicki Little, and Michele Long, Secretary.

ABSENT: Joanne Nunez

GUEST: Cindy Snead, Cameron Parish Beachfront Development District 1 Secretary; Derek Williams, Dev. Department; Nicole Quinlan, Trip Chat.

PUBLIC COMMENT: None

APPROVAL OF MINUTES: Minutes of the previous meeting were distributed to all board members via electronic mail prior to the meeting and published in the Cameron Pilot. Upon motion by Mary Johnson, seconded by Joe Ann Labove and carried, the February 22, 2024 Minutes were approved as presented.

CORRESPONDENCE: Michele Long informed the board of the following: the LSU HF Radar Project funded by NOAA and its opportunity for educational tourism; the Creole Nature Trail brainstorm meeting concerning the Sabine Wildlife Refuge Litter Problem; and the damaged Creole Nature Trail Billboard at Cheniere in Johnson Bayou.

TREASURER'S REPORT: Upon motion by Carolyn Miller, seconded by Joe Ann Labove, and carried, the board accepted the revised 2023 financial report and the 2024 February report as presented. Michele Long will contact the parish to rectify any discrepancies in the filing fees.

REVIEW AND PAYMENT OF BILLS: None

OLD BUSINESS:

Ratify Recurring Charges: Upon motion by Joe Ann Labove, seconded by Mary Johnson, and carried, the board approved recurring charges for the Dev. Department and the Cameron Pilot.

Dev. Dept. Hosting of Website and Facebook Page: Derek Williams from the Dev. Department presented a new contract to provide social media management and website hosting/maintenance for Cameron Parish Tourist Commission. The total cost proposed is \$824 per month. The contract additionally includes services such as creating a contact section on the website with the commission's email information and providing general information regarding occupancy licensing for businesses interested in placement on the Cameron Parish Tourist Commission website.

The board will submit the contract for review to the Cameron Parish District Attorney to ensure compliance and legality. Upon motion by Michele Long, seconded by Mary Johnson, and carried, the board approved the Dev. Department's contract pending approval by the Cameron Parish District Attorney. Derek Williams will visit with the board to present quarterly reports and statistics regarding the performance and engagement of the Cameron Parish Tourism Commission's online platforms.

Work Designs Tent Update, Business Cards, and Promotional Items: Stephanie Rodrigue will continue searching for the tent panels' graphics and photos, and Michele Long will present choices for business cards at the April meeting. The board is tasked with deciding which Work Design promotional items will be appropriate for upcoming events.

Calendar of Events: At the May meeting the board will be prepared to discuss the allocation of financial sponsorships for all four state recognized Cameron Parish festivals.

Trip Chat: Nicole Quinlan from Trip Chat provided an overview of Geo-fencing technology and its application in tourist commission advertising. When tourists enter predefined boundaries, they receive audio guides for points of interest, which aid in itinerary creation. The service offers fifteen featured locations for \$7500. (Board members are tasked with gathering the following information of potential businesses who may be interested in adding Trip Chat to their marketing plan: Name of Cameron Parish licensed business, contact name, phone, email, website/Facebook page.) Upon motion by Michele Long, seconded by Mary Johnson, and carried, the board approved the Trip Chat contract pending approval by the Cameron Parish District Attorney.

New Business:

Upon motion by Carolyn Miller, seconded by Michele Long, and carried, the board approved the LOS Birders dinner on April 26, 2024. Carolyn Miller will contact Brown's for 75 meals (trays).

The board will continue to provide the Southwest Music Ministry program with promotional items, and the board will provide the Lighthouse Bend Grand Opening as well as the Alternative Oyster Culture with promotional items.

Adjournment: Upon motion by Michele Long, seconded by Joe Ann Labove, and carried, the meeting adjourned at 3:20 p.m.

NEXT MEETING: Monday, April 18, 2024, at the Lighthouse Bend Restaurant, Cameron, LA at 2:00 p.m.

APPROVED BY:

STEPHANIE RODRIGUE, CHAIRMAN

ATTEST BY:

MICHELE LONG, SECRETARY