



Cameron Parish Tourist Commission
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www.visitcameronparish.org

MINUTES

The Cameron Parish Tourist Commission met in Regular Session on Tuesday, June 4, 2024, at Lighthouse Bend Restaurant, Cameron, La. The meeting was called to order at 12:00 p.m. with Vice Chairman, Carolyn Miller presiding. The Prayer was led by Carolyn Miller, and the Pledge of Allegiance was led by Mary Johnson.

COMMISSIONERS PRESENT: Carolyn Miller, Vice Chairman; Mary Johnson, Treasurer; Joe Ann Labove, Vicki Little, and Michele Long, Secretary. Stephanie Rodrigue, Chairman; and GERALYN MYERS participated via phone call for informational and discussion purposes only.

ABSENT: None

GUESTS: Cindy Snead, Cameron Parish Beachfront Development District 1 Commissioner/Secretary
Susan Boudreaux, Cameron Parish Beachfront Development District 2 Commissioner

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 Joe Ann LaBove, seconded by Mary Johnson and carried, the April 23, 2024 Minutes were approved as presented.

CORRESPONDENCE: The Louisiana Ornithological Society expressed their gratitude to the Cameron Parish Tourist Commission for sponsoring the dinner and providing door prizes at their spring meeting in Hackberry.

TREASURER'S REPORT: Upon motion by Mary Johnson, seconded by Vicki Little, and carried, the board accepted the April 2024 financial report as presented.

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.

Work Designs Tent Update, Business Cards, and Promotional Items:

Michele Long presented photos taken by Cameron Parish residents for the tent panels and will reach out to Work Designs to verify if they meet the design requirements. All Work Designs orders have been placed and will be delivered to the Grand Lake storage building on Tuesday, June 11, 2024.

Upon motion by Vicki Little, seconded by Joe Ann Labove, and carried, the board approved the purchase of 1000 promotional rally towels from Crazy Cajun Special Tees & More, LLC for \$2700.

Vicki Little has requested promotional cap pins for the Cameron Youth Baseball Swap activity at the upcoming World Series Tournament. She will consult with the Cameron Parish Police Jury to determine the required quantity. Additionally, on September 14, 2023, the 2024 Fur Queen will be hosting 40 visiting queens and has asked for promotional items to give as gifts.

Upon motion by Vicki Little, seconded by Mary Johnson, and carried, the board approved \$1500 Media Package; \$1000 Sponsorship to the following state recognized festivals: Fur Festival, Marshland Festival, Crab Festival, Cameron Fishing Festival. The specific benefits offered to the Cameron Parish Tourist Commission will include logo placement, mentions in promotional materials, and social media exposure.

Upon motion by Mary Johnson, seconded by Vicki Little, and carried, the board approved, upon written request, the provision of a \$400 meal sponsorship and/or group-specific promotional items. The specific benefits offered to the Cameron Parish Tourist Commission will include logo placement, mentions in promotional materials, and/or social media exposure.

Upon motion by Mary Johnson, seconded by Vicki Little, and carried, the board approved, upon written request, a contribution of \$1000 toward the July 4th Fireworks displays at Holly Beach and Rutherford Beach. The specific benefits offered to the Cameron Parish Tourist Commission will include logo placement, mentions in promotional materials, and social media exposure.

Website/Trip Chat Advertising: Dev. Dept and Trip Chat contracts have been executed and are binding. Both companies will work together to advance Cameron Parish Tourism. Additionally, board members are tasked with compiling a list of area businesses with occupational licenses to be placed on the website and/or possibly Trip Chat.

New Business:

Upon motion by Mary Johnson, seconded by Vicki Little, and carried, the board agreed to allocate \$1,250 for the purchase of vinyl, artwork, and installation services from Lamar Outdoor Advertising to promote Cameron Parish on the billboard located along Hwy 82 at MM1, contingent upon the signing of a CEA agreement by both parties.

Announcement: The Lighthouse Hayride is November 2, 2024.

Adjournment: Upon motion by Michele Long, seconded by Mary Johnson, and carried, the meeting adjourned at 2:35 p.m.

NEXT MEETING: Thursday, July 25, 2024, at the District Attorney's Office, Cameron, LA at 4:00 p.m.

APPROVED BY:

STEPHANIE RODRIGUE, CHAIRMAN

ATTEST BY:

MICHELE LONG, SECRETARY