



Cameron Parish Tourist Commission
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MINUTES

The Cameron Parish Tourist Commission met in Regular Session on Thursday August 15, 2024, at the Cameron Parish Police Jury Conference Room in Cameron, La. The meeting was called to order at 4:00 p.m. with Vice Chairman, Carolyn Miller presiding. Telesha Bertrand led the prayer, and Carolyn Miller led the Pledge of Allegiance.

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

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 and on the Cameron Parish Tourism website. Upon motion by Telesha Bertrand, seconded Joe Ann Labove and carried, the July 25, 2024 Minutes were approved as presented.

CORRESPONDENCE: None

TREASURER'S REPORT: Upon motion by Vicki Little, seconded by Joe Ann Labove, and carried, the board accepted the June 2024 financial report as presented.

REVIEW AND PAYMENT OF BILLS: None

OLD BUSINESS:

Ratify Recurring Charges: Upon motion by Susan Boudreaux, seconded by Telesha Bertrand, and carried, the board approved recurring charges for the Dev. Department and the Cameron Pilot.

Work Designs Tent Update and Promotional Items: Vicki Little reported that the tent sides have been completed, and she will pick them up and take them to storage. Michele Long reported that the promotional hair ties should be in soon.

Calendar of Events: Louisiana Travel Association Conference will be August 27-29, 2024 in Shreveport, LA. Carolyn Miller, Vicki Little, and Michele Long will attend. Geralyn Myers will attend on behalf of the Creole Nature Trail. On Thursday, August 29th, the commission will set up a promotional table to advertise and highlight all that Cameron Parish has to offer.

Cameron Parish Beach Sweep (International Coastal Cleanup) Districts 1 & 2 will be held on September 21, 2024. The tourist commission will donate 350 striped bags, cooling towels & sun screen/lip balm combos.

Lighthouse Run will be held on October 26, 2024, and the commission will donate 100 sun screen/lip balm combos, towels, and small teal bags.

Website & Trip Chat Business Update:

Website areas needed to be addressed are as followed:

- Tourist Commission email address
- Tourist Commission website “Fillable Participation Form”
- Promotion of Cameron Parish businesses on website via the tourist commission Facebook page
- Schedule of Events
- Quarterly Update at next meeting September 19th

Trip Chat areas needed to be addressed are as followed:

- Contacts made to area businesses
- Data relating to tourist use
- Redundancy of points of interest with any other entities
- Quarterly Update at next meeting September 19th

Billboard Update: The Tourist Commission has sent a Cooperative Endeavor Agreement (CEA) to the Creole Nature Trail concerning the billboard located on HWY 82 near the Texas/Louisiana border. Upon approval, the Tourist Commission will use Lamar Outdoor Advertising to place its advertisement on this billboard to welcome tourists entering Cameron Parish.

NEW BUSINESS:

Preliminary ideas for strategic planning were discussed as the commission moves forward.

Election of Officers:

On the motion of Susan Boudreaux, Joe Ann Labove, and carried, the board approved Carolyn Miller as board chairman.

On the motion of Joe Ann Labove, seconded by Michele Long, and carried, the board approved Vicki Little as board vice-chairman.

On the motion of Vicki Little, seconded by Joe Ann Labove, and carried, the board approved Michele Long as secretary/treasurer.

Printer Purchase: On the motion of Susan Boudreaux, seconded by Joe Ann Labove, and carried, the board authorizes Michele Long to purchase and be reimbursed for a HP Smart Tank 7301e All-in-One InkJet Printer.

Updates and Announcements: Cameron Parish Preservation Alliance-Community Foundation Southwest Louisiana meeting was Monday, July 29th at the Grand Lake High School Cafeteria. Carolyn Miller, Joe Ann Labove, Geralyn Myers, and Michele Long attended.

Adjournment: Upon motion by Telesha Bertrand, seconded by Susan Boudreaux, and carried, the meeting adjourned at 5:23 P.M.

NEXT MEETINGS: Third Thursday of the month. (September 19, October 17th, November 21st, December 19th)

APPROVED BY:

CAROLYN MILLER, CHAIRMAN

ATTEST BY:

MICHELE LONG, SECRETARY/TREASURER