



Cameron Parish Tourist Commission
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www.visitcameronparish.org

MINUTES

The Cameron Parish Tourist Commission held its Regular Session on Thursday, September 19, 2024, at the Cameron Parish Police Jury Conference Room in Cameron, Louisiana. The meeting commenced at 4:00 p.m., chaired by Carolyn Miller. Due to time constraints of the guest speaker, the board unanimously decided to forgo the pledge and prayer and proceed directly to the discussion.

COMMISSIONERS PRESENT: Carolyn Miller, Chairman; Vicki Little, Vice Chairman; Michele Long, Secretary; Joe Ann Labove, Susan Boudreaux and Geralyn Myers. Telesha Bertrand participated via phone call for informational and discussion purposes only.

ABSENT: None

GUESTS: Derek Williams, The Dev. Department

PUBLIC COMMENT: None

APPROVAL OF MINUTES: The minutes of the previous meeting were distributed to all board members via email prior to the meeting and published in the Cameron Pilot as well as on the Cameron Parish Tourism website. A motion to approve the August 15, 2024 minutes as presented was made by Susan Boudreaux, seconded by Joe Ann Labove, and passed unanimously.

CORRESPONDENCE: Kyle Edmonson from Visit Lake Charles and Anne Klenke from the Creole Nature Trail have invited four board members to a luncheon at The Pioneer Club in Lake Charles on Wednesday, October 2, 2024, at 12:00 p.m. to discuss developments in Southwest Louisiana.

TREASURER'S REPORT: A motion to accept the August 2024 financial report as presented was made by Susan Boudreaux, seconded by Joe Ann Labove, and unanimously approved by the board.

REVIEW AND PAYMENT OF BILLS: A motion to pay the UPPS annual renewal fee and late charge was made by Vicki Little, seconded by Jo Ann Labove, and unanimously approved by the board.

OLD BUSINESS:

Ratify Recurring Charges: A motion to approve the recurring charges for the Development Department and the Cameron Pilot was made by Michele Long, seconded by Vicki Little, and unanimously carried by the board.

Calendar of Events:

The Cameron Parish Beach Sweep (International Coastal Cleanup) for Districts 1 & 2 is scheduled for September 21, 2024. The Tourist Commission will attend and contribute 350 striped bags, cooling towels, and sunscreen/lip balm combos.

Following a motion by Susan Boudreaux, seconded by Carolyn Miller, and approved by the board, a \$400 meal sponsorship for the LOS Birders' fall meeting on October 25, 2024, in Hackberry was granted. The commission will attend and also provide promotional items and door prizes.

The Lighthouse Run will take place on October 26, 2024, from 4:00 p.m. to 7:00 p.m. The commission will attend and donate 100 sunscreen/lip balm combos, cooling towels, and small teal bags.

The Sabine Pass Hayride is set for November 2, 2024. The commission will attend and donate 300 rally towels.

Website & Trip Chat Business Update:

Derek Williams from the Development Department provided a quarterly update on the progress of the Tourist Commission’s website and Facebook page. He discussed the business and general contact form information, as well as the addition of qualifying businesses to the website. To qualify, businesses must hold a Cameron Parish occupational license, and lodging businesses must also be up to date on the mandatory Hotel/Motel/RV tax payments. Derek also explained that certain upcoming events will be boosted on the Cameron Parish Tourism Commission’s Facebook page to expand the reach to surrounding parishes and counties. He requested that the board send him a list of upcoming events for inclusion on social media.

The board also discussed concerns regarding TripChat’s limited presence in the industry and TripChat’s suggestion that the commission promote their service to grow its own. TripChat’s analytics have been lower than expected since the commission began working with them in 2023. The board will continue to evaluate the best course of action moving forward.

Billboard Update: The Tourist Commission has received a signed Cooperative Endeavor Agreement (CEA) for the billboard located on Hwy 82 near the Texas/Louisiana border from Anne Klenke with the Creole Nature Trail and District Attorney Tom Barrett. The next step is to move forward with creating the content for the billboard.

NEW BUSINESS:

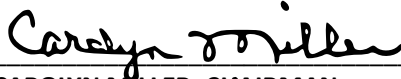
Four commissioners attended the Louisiana Travel Association Conference in Shreveport this past August and reported that it was a highly valuable experience. Next year’s conference will take place in Lake Charles.


Adjournment: Upon motion by Susan Boudreaux, seconded by Michele Long, and carried, the meeting adjourned at 5:40 P.M.

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

APPROVED BY:

ATTEST BY:



CAROLYN MILLER, CHAIRMAN


MICHELE LONG, SECRETARY/TREASURER