



Cameron Parish Tourist Commission
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MINUTES

The Cameron Parish Tourist Commission held its Regular Session on Thursday, June 26, 2025, at the Cameron Parish Police Jury Conference Room in Cameron, Louisiana. The meeting commenced at 5:02 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, and Geralyn Myers

ABSENT: Telesha Bertrand and Susan Boudreaux

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 May 22, 2025, minutes as presented was made by Geralyn Myers, seconded by Joe Ann Labove, and passed unanimously. The approved minutes will be published in the *Cameron Pilot*, the paper of record.

CORRESPONDENCE: None

TREASURER'S REPORT: Vicki Little made a motion to accept the May 2025 financial report as presented, with an amendment; the motion was seconded by Geralyn Myers and passed unanimously.

REVIEW AND PAYMENT OF BILLS: None

OLD BUSINESS:

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

Calendar of Events:

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

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| July 4th Fireworks Rutherford & Holly Beach | 7/4/25 |
| Dugas Landing Fishing Rodeo | 7/5/25 |
| Marshland Festival | 7/25/25 |
| Captain's Night | 8/1/25 |
| Lion's Club Fishing Festival | 8/8/25 |
| Louisiana Travel Summit | 8/27/25 |
| ICC Beach Cleanup | 9/20/25 |

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| LOS Birders' Meal-Fall | 10/24/25 |
| Lighthouse Run-Holly Beach | 11/1/25 |

- Joe Ann Labove will supply in-kind promotional items to the Dugas Landing fishing Rodeo in Hackberry, LA.

Social Media & Website Update: The board reviewed social media analytics and the updated website.

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

NEW BUSINESS:

A motion to approve a \$1500 Media Package; \$1000 Sponsorship to the following state recognized festival: Louisiana Fur & Wildlife Festival was made by Vicki Little, seconded by Michele Long, and passed unanimously. The specific benefits offered to the Cameron Parish Tourist Commission will include logo placement, mentions in promotional materials, and social media exposure. All previous motions related to this sponsorship are null and void.

A motion to approve a \$1500 Media Package; \$1000 Sponsorship to the following state recognized festival: Cameron Lion’s Club Fishing Festival was made by Michele Long, seconded by Joe Ann LaBove, and passed unanimously. Board member Geralyn Myers recused herself from discussion and voting on this item due to her role on the Cameron Lion’s Club Fishing Festival, in accordance with Louisiana ethics guidelines. The specific benefits offered to the Cameron Parish Tourist Commission will include logo placement, mentions in promotional materials, and social media exposure. All previous motions related to this sponsorship are null and void.

A motion to approve a \$1500 Media Package; \$1000 Sponsorship to the following state recognized festivals: Crab Festival of Holly Beach and the Marshland Festival-Hackberry was made by Geralyn Myers, seconded by Vicki Little, and passed unanimously. The specific benefits offered to the Cameron Parish Tourist Commission will include logo placement, mentions in promotional materials, and social media exposure. All previous motions related to this sponsorship are null and void.

On 6/4/24, a motion to approve a \$1,250 sponsorship for Keep Louisiana Beautiful “Love the Boot” Cameron Parish Beach Cleanup on April 12, 2025, specifically for supply boxes, was made by Vicki Little, seconded by Geralyn Myers, and passed unanimously. Board members Michele Long and Susan Boudreaux, who also serve on the Cameron Parish Beachfront Development District #1, #2 Boards, did not recuse themselves during the original vote. After reviewing the situation, Ms. Long and Ms. Boudreaux submitted a written ethics disclosure and requested this amendment to the minutes to ensure compliance with the Louisiana Code of Governmental Ethics (R.S. 42:1112). No personal financial benefit was derived from the vote, and the sponsorship served a public purpose. The board has reviewed and acknowledged this correction to the record.

Tourism Resolution – Occupancy Tax: The resolution regarding occupancy tax collection will be addressed at the Cameron Parish Police Jury meeting on July 7, 2025. The District Attorney is currently drafting the resolution. Amendments related to Marketplace Facilitators, as outlined in HB 374 (McFarland), were also discussed. The Tourist Commission plans to attend the meeting to present its goals and future plans.

Mileage Reimbursement Possibility Discussion: The Tourist Commission discussed the possibility of reimbursing commissioners for mileage when using personal vehicles for official business, such as meetings, events, and site visits. Reimbursement would follow the IRS-approved rate (currently \$0.67/mile as of 2024) and require a completed mileage form.

This policy would help offset travel costs and encourage participation. Mileage must be submitted within 30 days of travel. Consultation with the District Attorney will be required to ensure compliance with ethics laws.

UPDATES:

- Beachfront Development Districts 1 & 2-Cameron Parish Beach Sweep, September 20, 2025
- Cameron Preservation Alliance Lighthouse Run in Holly Beach, November 1, 2025

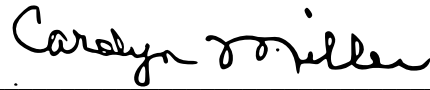
ANNOUNCEMENTS:

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

NEXT MEETING: Thursday, July 24, 2025, at 5:00 p.m. in the Police Jury Conference Room.

ADJOURNMENT: A motion to adjourn at 7:05 p.m. was made by Michele Long, seconded by Geralyn Myers, passed unanimously.

APPROVED BY:



CAROLYN MILLER, CHAIRMAN

ATTEST BY:



MICHELE LONG, SECRETARY/TREASURER