



Cameron Parish Tourist Commission
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www.visitcameronparish.org

MINUTES

The Cameron Parish Tourist Commission held its Regular Session on Thursday, September 11, 2025, at the Grand Lake Library 10200 Gulf Hwy, Lake Charles, LA 70607. The meeting was called to order at 5:02 p.m. by Chairperson Carolyn Miller, who led the Pledge of Allegiance followed by the opening prayer.

COMMISSIONERS PRESENT: Carolyn Miller, Chairman; Vicki Little, Vice Chairman; Michele Long, Secretary/Treasurer; Joe Ann Labove, GERALYN MYERS, and Susan Boudreaux

ABSENT: Telesha Bertrand

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 July 24, 2025, minutes as presented was made by Susan Boudreaux, seconded by Vicki Little, and passed unanimously. The approved minutes will be published in the *Cameron Pilot*, the paper of record.

CORRESPONDENCE:

- CRCL will be hosting volunteer tree-planting events on Friday and Saturday, September 26–27, in Grand Chenier, and is seeking recommendations for a local expert to give a brief talk on the ecological, cultural, and historic significance of chenier ridges and plains in Cameron Parish.
- A community member expressed concern regarding the potential abandonment of West Avenue at Rutherford Beach.
- A community member inquired about guidelines for Occupational Licenses and Occupancy Tax.

TREASURER'S REPORT: A motion to approve the July 2025 financial report as presented was made by Susan Boudreaux, 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 Vicki Little, seconded by Joe Ann Labove, and passed unanimously.

Calendar of Events:

- The board will continue exploring and promoting events to showcase Cameron Parish.
- Upcoming events:
 - Cameron Parish Beach Sweep (ICC) 9/20/25

- LOS Birders' Event 10/24/25
- Halloween Trunk or Treat at the Courthouse 10/24/25
- Lighthouse Run-Holly Beach 11/1/25

Social Media: The Board reviewed the Commission's social media presence along with the recently updated website. Commissioners were requested to thoroughly examine the website and submit any corrections or updates to ensure the accuracy and timeliness of all posted information.

LTA Summit: The Board discussed the benefits of attending the Louisiana Travel Association Summit held on August 26–28. Key topics of interest identified included legislative issues, marketing strategies, economic development, and long-term planning.

Occupancy Tax: The Board discussed the occupancy tax and noted that the District Attorney is currently in the process of drafting an ordinance for Cameron Parish.

NEW BUSINESS:

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

SWL Wildlife Refuge Visitors' Center: The Commission has continued discussions with the Southwest Louisiana Wildlife Refuge Visitors' Center regarding opportunities for support to help sustain operations and keep the center open to the public. Commissioners emphasized the importance of the center as a tourism and educational resource for the parish. Potential avenues of assistance, including collaborative marketing, staffing support, and partnerships with local organizations, were noted for further exploration. Follow-up discussions will be scheduled to identify specific needs and determine the Commission's role in providing support.

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, October 16, 2025, at 5:00 p.m. in the Police Jury Conference Room.

ADJOURNMENT: A motion to adjourn at 6:08 p.m. was made by Susan Boudreaux, seconded by Vicki Little, passed unanimously.

APPROVED BY:



 CAROLYN MILLER, CHAIRMAN

ATTEST BY:



 MICHELE LONG, SECRETARY/TREASURER