



Cameron Parish Tourist Commission
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MINUTES

The Cameron Parish Tourist Commission held its Regular Session on Thursday, February 20, 2025, at the Cameron Parish Police Jury Conference Room in Cameron, Louisiana. The meeting commenced at 4:00 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; Susan Boudreaux and Geralyn Myers.

ABSENT: Telesha Bertrand; Joe Ann Labove participated via phone call for informational and discussion purposes only.

GUESTS: Cindy Snead, Cameron Parish Beachfront Development District #1, Secretary

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 January 16, 2025 minutes as presented was made by Geralyn Myers, seconded by Susan Boudreaux, and passed unanimously.

CORRESPONDENCE:

A motion to approve \$400 sponsorship for the LOS Birding Dinner on April 25, 2025 was made by Vicki Little, seconded by Carolyn Miller, and passed unanimously.

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.

A motion to approve in kind promotional items for the Southwest Music Ministry was made by Susan Boudreaux, seconded by Vicki Little, and passed unanimously.

A motion to send a letter of support for the Sabine Pass Lighthouse Road Access to the Lt. Governor was made by Carolyn Miller, seconded by Michele Long, and passed unanimously.

A motion to send a letter of concern for the Sabine Wildlife Refuge reduction in staff was made by Carolyn Miller, seconded by Susan Boudreaux, and passed unanimously.

TREASURER'S REPORT: A motion to accept the December 2024 and January-February 2025 financial reports as presented was made by Vicki Little, seconded by Susan Boudreaux, and unanimously approved by the board.

REVIEW AND PAYMENT OF BILLS: None

OLD BUSINESS:

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

Calendar of Events:

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

2/21/25	NOAA/Audubon Stranding Networks Workshop
4/5/25	Gibbstown Bridge 5K
4/12/25	Love the Boot-Keep Cameron Parish Beautiful Beach Cleanup
5/13-14/25	Louisiana Rural Tourism/Byways Conference

Social Media and Website Update: The board discussed social media and website changes for 2025.

A motion to non-renew the contract with the Dev Department LLC for social media management and website hosting/maintenance services beyond the current term was made by Susan Boudreaux, seconded by Michele Long, and passed unanimously.

NEW BUSINESS:

Vicki Little provided an update on the progress of the adventure map/brochure and will continue gathering additional details.

The board discussed 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

A motion to adopt the Cameron Parish Tourist Commission Bylaws was made by Susan Boudreaux, seconded by Carolyn Miller, and unanimously carried by the board.

UPDATES: None

ANNOUNCEMENTS:

Financial Disclosure Statements must be submitted on or before May 15, 2025.

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

NEXT MEETINGS: 2025 Meeting Schedule: Third Thursday of every month. Next meeting is scheduled for March 20, 2025.

Adjournment: A motion to adjourn was made by Carolyn Miller, seconded by Vicki Little, and unanimously carried by the board at 5:55 p.m.

APPROVED BY:


CAROLYN MILLER, CHAIRMAN

ATTEST BY:


MICHELE LONG, SECRETARY/TREASURER