



Cameron Parish Tourist Commission
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MINUTES

The Cameron Parish Tourist Commission held its Regular Session on Thursday, March 20, 2025, at the Cameron Parish Police Jury Conference Room in Cameron, Louisiana. The meeting commenced at 4:02 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; and GERALYN MYERS.

ABSENT: Telesha Bertrand, Joe Ann Labove, 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 and published on the Cameron Parish Tourism website. A motion to approve the February 20, 2025, minutes as presented was made by Vicki Little, seconded by GERALYN MYERS, and passed unanimously. The approved minutes will be published in the *Cameron Pilot*, the paper of record.

CORRESPONDENCE: A motion to ratify the sending of a letter of support to the parish for the Delta Regional Authority Transportation Grant was made by GERALYN MYERS, seconded by Michele Long, and passed unanimously.

TREASURER'S REPORT: A motion to accept the March 2025 financial report as presented was made by Vicki Little, 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 Development Department and the Cameron Pilot was made by Michele Long, seconded by Carolyn Miller, and passed unanimously.

Calendar of Events:

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

4/5/25	Gibbstown Bridge 5K
4/12/25	Love the Boot-Keep Cameron Parish Beautiful Beach Cleanup
4/25/25	LOS Birders' Spring Meeting Meal
5/19/25	Cameron Legislative Day
5/13-14/25	Louisiana Rural Tourism/Byways Workshop/Conference

A motion to purchase promotional items for upcoming events was made by Michele Long, seconded by Carolyn Miller, and passed unanimously.

A motion to purchase refreshments for the Gibbstown Bridge 5K was made by Michele Long, seconded by Geralyn Myers, and passed unanimously.

Social Media and Website Update: The board reviewed updates to social media and website plans for 2025. As of March 2, 2025, social media management has been handled in-house and is progressing smoothly.

A motion to enter into a one-year contract with Graham Group for Website Hosting/Maintenance, authorizing Michele Long to sign the contract and serve as the point of contact, was made by Vicki Little, seconded by Carolyn Miller, and passed unanimously.

A motion to non-renew the TripChat contract was made by Michele Long, seconded by Vicki Little, and passed unanimously. A notice of non-renewal will be sent to TripChat.

NEW BUSINESS:

Vicki Little provided an update on exploring an 8, 12, or 16-page magazine as an alternative to a brochure and will continue gathering additional details.

Katie Armentor, Cameron Parish Administrator, presented occupancy tax information for the board to review and consider passing a resolution regarding the Hotel/Motel/Overnight Camping Facilities tax.

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

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 MEETING: A motion to schedule the next meeting for April 16, 2025, at 5:00 p.m. in the Police Jury Conference Room was made by Michele Long, seconded by Vicki Little, passed unanimously.

Adjournment: A motion to adjourn at 5:23 p.m. was made by Geralyn Myers, seconded by Michele Long, passed unanimously.

APPROVED BY:


CAROLYN MILLER, CHAIRMAN

ATTEST BY:


MICHELE LONG, SECRETARY/TREASURER