



Cameron Parish Tourist Commission
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www.visitcameronparish.org

MINUTES

The Cameron Parish Tourist Commission held its Regular Session on Wednesday, April 16, 2025, at the Cameron Parish Police Jury Conference Room in Cameron, Louisiana. The meeting commenced at 5:33 p.m., chaired by Carolyn Miller, who led the Pledge of Allegiance and Susan Boudreaux led the prayer.

COMMISSIONERS PRESENT: Carolyn Miller, Chairman; Vicki Little, Vice Chairman; Michele Long, Secretary; Joe Ann Labove, Susan Boudreaux, and Telesha Bertrand.

ABSENT: Geralyn Myers

GUESTS: Sydney Waters, Miss Cameron Parish; Kim Monte, Executive Director of the Cameron Parish Port, provided an update on economic development efforts within the parish.

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 March 20, 2025, minutes as presented was made by Telesha Bertrand, seconded by Susan Boudreaux, and passed unanimously. The approved minutes will be published in the *Cameron Pilot*, the paper of record.

CORRESPONDENCE: Informational materials will be sent to Ms. Pat Robinson of Alexandria, Louisiana, as per her request.

TREASURER'S REPORT: A motion to accept the April 2025 financial report as presented was made by Vicki Little, seconded by Susan Boudreaux, and passed unanimously.

REVIEW AND PAYMENT OF BILLS: A motion to approve payment of \$4000 to Graham Group for 50% of the website redesign cost was made by Susan Boudreaux, seconded by Joe Ann Labove, and passed unanimously.

A motion to approve payment to Louisiana Travel Association full membership of \$525 was made by Vicki Little, seconded by Carolyn Miller, and passed unanimously.

The annual payment of \$1,925 for Cal-Cam Mini Storage was made, covering the period from February 2025 through December 2025.

OLD BUSINESS:

Ratify Recurring Charges: A motion to approve the recurring charges for the Cameron Pilot was made by Susan Boudreaux, seconded by Carolyn Miller, and passed unanimously.

Calendar of Events:

- The board will continue exploring and promoting events to showcase Cameron Parish.
- Upcoming events:
 - 4/25/25 LOS Birders' Spring Meeting Meal
 - 5/3/25 Grand Lake FFA Blue & Gold Bass Blowout

A motion to purchase promotional items from Work Designs for \$25,146.52 and Top Stitch \$2714 was made by Telesha Bertrand, seconded by Susan Boudreaux, and passed unanimously.

Social Media and Website Update: The board reviewed updates to social media and website plans for 2025. Graham Group is redesigning the website. Social media management is being handled in-house and is progressing smoothly.

NEW BUSINESS:

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

Michele Long is coordinating with the Cameron Parish Police Jury on matters related to general insurance as well as the Liability and Errors & Omissions policy.

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

A motion to authorize the Cameron Parish Police Jury to collect occupancy taxes on behalf of the Cameron Parish Tourist Commission was made by Telesha Bertrand, seconded by Susan Boudreaux, and passed unanimously.

UPDATES:

- Cameron Parish Beachfront Development Districts 1 & 2 hosted a highly successful *Love the Boot* Beach Cleanup.
- The Creole Nature Trail will celebrate its 10th anniversary on May 3, 2025.
- The Cameron Preservation Alliance hosted the Gibbstown Bridge Run on Saturday, April 5, 2025.

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 Thursday, May 22, 2025, at 5:00 p.m. in the Police Jury Conference Room.

Adjournment: A motion to adjourn at 6:45 p.m. was made by Michele Long, seconded by Carolyn Miller, passed unanimously.

APPROVED BY:


CAROLYN MILLER, CHAIRMAN

ATTEST BY:


MICHELE LONG, SECRETARY/TREASURER