



Cameron Parish Tourist Commission  
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[www.visitcameronparish.org](http://www.visitcameronparish.org)

## MINUTES

The Cameron Parish Tourist Commission held its Regular Session on Thursday, February 12, 2026, at the Cameron Parish Police Jury Conference Room in Cameron, Louisiana. The meeting was called to order at 4:01 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; Geralyn Myers; Susan Boudreaux; Mary Johnson

**ABSENT:** Joe Ann Labove

**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 January 15, 2026 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 official paper of record.

**CORRESPONDENCE:** A letter was received from a student at St. Joseph Catholic School in Shreveport requesting information about Cameron Parish for a school project. The board secretary will respond with appropriate materials.

**TREASURER'S REPORT:** A motion to approve the 2026 January financial report as presented was made by Susan Boudreaux seconded by Mary Johnson, 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 Michele Long, seconded by Susan Boudreaux, and passed unanimously.

### **Calendar of Events:**

A motion to approve a \$600 food sponsorship for the LOS Birders' Spring meeting was made by Susan Boudreaux, seconded by Vicki Little, all in favor, motion carried.

**Website & Social Media:** Website analytics indicate strong reach and brand awareness, with most traffic coming from new users. This presents an opportunity to implement strategies that encourage repeat visits and foster deeper, ongoing engagement. Facebook analytics show significant growth in visibility, engagement, and follower acquisition, largely driven by non-followers. Although page visits saw a slight decline, overall trends in audience growth and interaction remain positive.

## **NEW BUSINESS:**

The Board will maintain its focus on the five strategic goals identified in the 2026–2030 Cameron Parish Tourism Strategic Plan. Commissioners are requested to designate a specific objective and corresponding implementation measures for which they will assume a leadership role in 2026.

**Brochure:** The Board continues to collaborate with Graham Group on the development and design of the new Cameron Parish Tourist Commission brochure.

**Occupancy Tax Ordinance:** The Board reviewed correspondence with the Cameron Parish Police Jury regarding a proposed public awareness campaign for short-term rental hosts. This initiative follows Louisiana’s new law requiring platforms such as VRBO and Airbnb to collect and remit occupancy taxes to the Louisiana Remote Sellers Commission for distribution to parishes.

The Tourist Commission proposed using social media and other outreach methods to inform rental property owners about parish occupational license and occupancy tax requirements. Administration reported that an ordinance amendment adding enforcement provisions is scheduled for consideration at the March 9, 2026 meeting. The Police Jury expressed support for partnering with the Tourist Commission and agreed to move forward with outreach efforts after action is taken on the ordinance amendment. No formal action was taken at this time.

Additionally, the Board may send a commissioner to LTA/LCVB meetings to learn more about securing additional state enterprise funding and to better understand the Louisiana Remote Sellers Commission’s process for collecting and distributing occupancy taxes.

## **Election of 2026 Officers:**

A motion to appoint Carolyn Miller as 2026 Chairman was made by Susan Boudreaux, seconded by Vicki Little, all in favor, motion carried.

A motion to appoint Vicki Little as 2026 Vice Chairman was made by Susan Boudreaux, seconded by Michele Long, all in favor, motion carried.

A motion to appoint Michele Long as 2026 Secretary/Treasurer was made by Susan Boudreaux, seconded by Mary Johnson, all in favor, motion carried.

## **UPDATES:**

**Beachfront Development District # 1 – 2026 Ferry Landing West Improvement Project, Love the Boot Beach Cleanup**

**Cameron Preservation Alliance**-Due to ongoing work at the site, visitors are restricted at this time.

## **ANNOUNCEMENTS:**

**Add-On:** Consideration of authorizing the submission of a letter of support for the Cameron Parish Police Jury resolution regarding HB 5, HB 7, HB 79, and HB 80 was unanimously carried by the board. A motion to authorize the submission of a letter of support for the Cameron Parish Police Jury resolution regarding HB 5, HB 7, HB 79, and HB 80 was made by Susan Boudreaux, seconded by Mary Johnson, and unanimously carried by the board.

**LSU High Frequency Radar Project/NOAA:** Potential locations include Freshwater Bayou, Rockefeller, Broussard, and Sabine Lighthouse. Once operational, it will provide public access to data via smartphones and support hurricane forecasting, marine safety, search and rescue, coastal restoration, and other environmental monitoring efforts. This project will also create opportunities for educational tourism in Cameron Parish, offering students, researchers, and visitors a firsthand look at advanced coastal monitoring technology and its role in protecting and restoring the region’s environment.

**Annual Personal Financial Disclosure:** Due May 15, 2026.

**Ethics and Prevention of Sexual Harassment Trainings:** Due December 31, 2026.

**NEXT MEETING:** A motion to schedule the next meeting for Thursday, March 19, 2026, at 4:00 p.m. in the Police Jury Conference Room was made by Michele Long, seconded by Mary Johnson, and passed unanimously.

**ADJOURNMENT:** A motion to adjourn at 5:40 p.m. was made by Michele Long, seconded by Susan Boudreaux, and passed unanimously.

APPROVED BY:

  
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CAROLYN MILLER, CHAIRMAN

ATTEST BY:

  
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MICHELE LONG, SECRETARY/TREASURER