



Cameron Parish Tourist Commission
P.O. Box 388, Cameron, LA 70631
Ph (337)775-5718 * Fax (337)775-5567
www.visitcameronparish.org

MINUTES

The Cameron Parish Tourist Commission held its Regular Session on Thursday, March 19, 2026, at the Grand Lake Library Conference Room. The meeting was called to order at 4:04 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: 2026 Miss Cameron Parish, Charlee Bell

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 February 12, 2026 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 official paper of record.

CORRESPONDENCE:

- 9th Annual Grand Lake FFA Blue & Gold Bass Blowout information
- Correspondence from Rep. Ryan's office confirmed that transfers of enterprise funds must occur during the legislative session through the budget amendment process. The Board was asked to provide a funding amount and intended uses, with priorities including hiring a Tourism Director and exploring a dedicated tourism facility. These efforts aim to support long-term economic growth in Cameron Parish, and clarification is pending on whether legislative approval letters are required for submission to the State Treasury.

TREASURER'S REPORT: A motion to approve the 2026 February financial report as presented was made by Geralyn Myers, seconded by Mary Johnson, and passed unanimously.

REVIEW AND PAYMENT OF BILLS: A motion to approve payment of \$1200 for 2026 website hosting and \$125 for Website Maintenance to Graham Group was made by Geralyn Myers, seconded by Vicki Little, all in favor, motion carried.

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 \$2500 Media Package Sponsorships for the Crab Festival, Lion’s Club Fishing Festival, Louisiana Fur and Wildlife Festival, and Marshland Festival was made by Susan Boudreaux, seconded by Vicki Little, all in favor, motion carried.

Website & Social Media: The board discussed digital marketing strategies, including SEM, programmatic advertising, and social media ads, emphasizing consistent campaigns, seasonal keyword targeting, and the use of behavioral data to reach and retarget high-intent travelers. Facebook performance showed strong increases in views, interactions, and follows, with a slight decrease in visits, reinforcing the need for continued strategic investment.

MOU – Cameron Prairie Wildlife Refuge Visitors’ Center: Sarah Clardy, Deputy Refuge Supervisor (Area 1: AR, LA, MS), reported that the MOU has been submitted to their solicitor for review. She will keep the board informed as it progresses through the review and approval process.

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 Update: The board discussed updates from the March 10 Louisiana Travel Association/Louisiana Convention & Visitors Bureau Association meeting regarding the new requirement for third-party platforms such as Airbnb and VRBO to collect and remit occupancy taxes through the Louisiana Remote Sellers Commission, with initial remittances expected March 14, which did not take place. It is currently unclear how funds will be distributed or reported. The board reviewed outreach efforts to inform local rental hosts about occupational license and occupancy tax requirements through social media, direct mail, and follow-up communication. An administrative improvement was suggested to streamline coordination between occupational licenses and tax reporting. Questions remain regarding ordinance finalization, enforcement mechanisms, and coordination with the state commission.

UPDATES:

Beachfront Development District # 1 – Keep Louisiana Beautiful Grant for the Creole Nature Trail Scenic Rest Stop
Beachfront Development District #2-Brochure/Map

Creole Nature Trail- The Cortez bathroom unit is complete and ready for delivery once the site is prepared.

Cameron Preservation Alliance received a \$10,000 grant to install steps on the new center pole to access the top of the lighthouse—critical for stopping water intrusion and securing the tower. Access has been unavailable since the original pole collapsed during Hurricane Ike (September 2008).

ANNOUNCEMENTS:

- **HB 615** – requires certain public meetings to be broadcast live.
- **HB 620** – proposes centralized collection of sales and use taxes.
- **HB 658** – allows the Department of Revenue to collect local sales and use taxes.
- Graham Group is updating the website for **ADA compliance**, ensuring all images and PDFs have descriptive text and that images are clearly named. Team members should maintain these practices as new content is added.
- **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, April 21, 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 Geralyn Myers, seconded by Michele Long, and passed unanimously.

APPROVED BY:



CAROLYN MILLER, CHAIRMAN

ATTEST BY:



MICHELE LONG, SECRETARY/TREASURER