Cameron Parish Tourist Commission
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www.visitcameronparish.org

MINUTES

The Cameron Parish Tourist Commission held its Regular Session on Thursday, October 22, 2026, at the Cameron Prairie Wildlife Refuge Visitor Center. 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, Mary Johnson

ABSENT: Joe Ann Labove, Susan Boudreaux

GUESTS: Charlotte Chehotsky, Audubon Society/Peveto Woods Bird Sanctuary; Rick Owens and Fred Borel, LA Wildlife Federation; Mark Pethke, Louisiana Ornithological Society; Kim Monte, Cameron Parish Port Director; Katie Armentor, Cameron Parish Police Jury Administrator; Sonny McGee, Cameron Parish Police Juror

PUBLIC COMMENT: None

Birding Access, Park-and-Ride Relocation, and Sabine Lighthouse Update
Representatives of the Louisiana Ornithological Society, Peveto Woods Sanctuary, and Louisiana Wildlife Federation met with the Tourist Commission and parish officials to discuss expanding birding access through landowner cooperation, efforts to relocate proposed Commonwealth LNG park-and-ride lots west of Johnson Bayou and north of Hackberry, and improving public access to Sabine Lighthouse. Discussion included potential eastern access to the lighthouse and reported interest from the Lt. Governor's office in possible inclusion in the state park system.

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 September 24, 2026 minutes as presented was made by Geralyn Myers, seconded by Vicki Little, all in favor, motion carried. The approved minutes will be published in the *Cameron Pilot*, the official paper of record.

CORRESPONDENCE: Louisiana Ornithological Society thank-you letter; Vermilion Parish Tourism thank- you card

TREASURER'S REPORT: A motion to approve the 2026 September financial report as presented was made by Mary Johnson, seconded by Geralyn Myers, 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 Vicki Little, seconded by Geralyn Myers, all in favor, motion carried.

Cameron Prairie Wildlife Refuge Visitor Center Update-The board discussed possible Grand Opening Day either Saturday, May 1st or 8th. A motion to approve purchase of technology software was made by Mary Johnson, seconded by Geralyn Myers, all in favor, motion carried.

Calendar of Events/Sponsorships: The Commission reviewed the LOS fall meeting survey summary: 85 attendees and 63 completed surveys, with 93.7% rating their Cameron Parish experience excellent or very good. Illustrative anticipated group spending totaled $28,350, subject to possible overlap among travel groups and not verified economic impact. Priorities included reliable restrooms, food options, birding access, printed guides and habitat protection.

A motion to approve a $2500 media sponsorship to the Cameron Preservation Alliance Lighthouse Hayride and Lighthouse Run was made by Mary Johnson, seconded by Geralyn Myers, all in favor, motion carried. Carolyn Miller abstained.

A motion to approve promotional items reorder was made by Mary Johnson, seconded by Geralyn Myers, all in favor, motion carried.

Website & Social Media Update: The Commission reviewed website and Facebook performance reports. September website activity totaled 3,892 sessions, 3,567 users and 5,575 page views. Facebook recorded approximately 80,200 views and 22,246 viewers from September 18–October 15, with increased engagement. Results reflect online interest rather than confirmed visits or spending.

CMP marketing/LOT October eNewsletter Update: The Commission reviewed six CMP advertising products for the 2026–2027 media plan, including print guides, digital advertising, newsletter listings and targeted emails. Planned media costs total $24,582.37 before CMP reimbursement.

RS 47/Enterprise Reimbursement Review: The Commission reviewed the RS 47/Enterprise Tracker, showing $38,980.57 in tracked costs: $28,598.21 requested through RS 47/Enterprise Funds. No reimbursements had been received as of the report.

NEW BUSINESS:

2027 Proposed Budget: A motion to table the 2027 Business Plan and Budget was made by Geralyn Myers, seconded by Vicki Little, all in favor, motion carried.

Emerging Destination of the Year Louey Award Entry: A motion to proceed with application for the Louey Award was made by Michele Long, seconded by Vicki Little, all in favor, motion carried.

Commissioner Certifications: Discussed status and outstanding requirements

UPDATES:
Beachfront Development District # 1, #2 – CRCL Summit, October 27, 2026
Creole Nature Trail- Creole Nature Trail/Holly Beach Restroom Facility update
Cameron Preservation Alliance-Sabine Lighthouse Hayride-October 24, 2026

REVIEW AND PAYMENT OF BILLS: A motion to ratify and approve reimbursement in the amount of $419.96 to Michele Long for Visitor Center shelving units previously purchased between meetings due to visitor center improvement deadlines was made by Geralyn Myers, seconded by Vicki Little, all in favor, motion carried.

A motion to ratify and approve reimbursement in the amount of $468.30 to Carolyn Miller for postage, canopy weights, software, and CRCL registration previously purchased between meetings due to event deadlines was made by Geralyn Myers, seconded by Vicki Little, all in favor, motion carried.

ANNOUNCEMENTS:
Ethics Training and Prevention of Sexual Harassment Training: Due by December 31st

NEXT MEETING: A motion to schedule the next meeting for Wednesday, November 18, 2026, at 4:00 p.m. at the Cameron Prairie Wildlife Refuge Visitor Center was made by Geralyn Myers, seconded by Vicki Little, all in favor, motion carried.

ADJOURNMENT: A motion to adjourn at 6:47 p.m. was made by Michele Long, seconded by Geralyn Myers, all in favor, motion carried.

APPROVED BY: _____
CAROLYN MILLER, CHAIRMAN

ATTEST BY: _____
MICHELE LONG, SECRETARY/TREASURER