

Acadia Parish Tourist Commission Meeting

February 10, 2022, at 9 a.m.

A regular meeting of the Board of Directors held at APTC, 401 Tower Rd, Crowley, LA

Board of Directors Present:

Bart Wild (President/ Member at Large A)	Harold Fonte (Member at Large B)
Keith Henry (Village of Mermentau)	Nora Benoit (Village of Morse)
Valerie Myers (City of Crowley)	Suzette Leonards (V.P./ City of Rayne)
Emily Mire (Village of Estherwood) work	Mary Beth Miller (Town of Iota)

By Phone

Jennifer Autin (Rayne Chamber)

Call to Order Bart Wild called meeting to order with roll call, noting there is a quorum.

1 Pledge of Allegiance

2 Prayer

Previous Meeting Minutes: Keith Henry made motion to accept the previous months minutes as presented. Seconded by Emily Mire. Motion carried.

Financial Report: Megan Duhon gave overview of previous month and noted a mistake in the salaries where a check was shown twice but zeroed out and needed to be amend with corrections. Keith Henry made motion to accept the previous months minutes as presented. Seconded by Nora Benoit. Motion carried.

- **Directors Report:** Nancy Loewer noted:
- Graham Group was the marketing firm chosen to represent us. Wynne Waltman is our account manager. The strategic plan has provided them with very good information for our branding. Little if any additional research will be needed. The team is currently working on ideas and putting things together for us.
- Desks in. Still waiting a "return" and privacy panel.
- Letter dispersed to ten individuals concerning the raising of the Enterprise Fund cap. If we get this through legislation, we could get up to \$225,000 as opposed to \$97,244.
- Robison attended Regional Grant Funding Meeting in Jennings.
- Loewer attended LTA Annual Business Mtg. in Alexandria.
- LTLA kick-off Feb. 17-18.
- Loewer and Robinson met with Larry Miller, owner of Bon Temps Accordions who gave a verbal history of the Cajun and Zydeco Culture and donated an accordion to display in the commission. Additionally, he is trying to get the other traditional musical instruments to display.
- Raffle for Frog Festival-need donations
- Louisiana Byways booth at the 98th Annual Police Jury Association of Louisiana Convention exhibition, March 9 - 10, at the Golden Nugget Hotel and Casino in Lake Charles, LA. Exhibition hours are 2 PM – 5 PM on March 9 and 8 AM – 12 Noon on March 10.

Marketing Report: Harold Fonte stated a meeting will be held February 22nd.

Old Business: Nancy Loewer stated an amendment is needed for the January meeting: Transitioning Stevie from intern to full time employee starting on Dec. 16, 2021.

New Business: Nancy Loewer stated guidelines are needed for donations for festivals/events. Another meeting will be held to discuss this. A committee for the long-term concerning the seven acers is needed.

Amended: Transitioning Stevie from intern to full time employee starting on Dec. 16, 2021.

There being no further business to come before the Commission meeting adjourn.

Nancy Loewer
Executive Director

/aam