

Acadia Parish Tourist Commission Meeting

January 13, 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)

Jennifer Autin (Rayne Chamber)

Keith Henry (Village of Mermentau)

Valerie Myers (City of Crowley)

By Phone

Suzette Leonards (V.P./ City of Rayne)

Board Members Not Present:

Emily Mire (Village of Estherwood) work

Mary Beth Miller (Town of Iota) sick

Nora Benoit (Village of Morse) sick

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

1 Pledge of Allegiance

2 Prayer

Guest: Judge M'elise Trahan

Previous Meeting Minutes: Keith Henry made motion to accept the previous months minutes as presented. Seconded by Jennifer Autin. 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 Jennifer Autin. 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. I will be following up with emails and meetings, if possible. 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. Gave us a verbal history of the Cajun and Zydeco Culture and donated a 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.

Correspondence: Nancy Loewer we received a thank you card from a long-time visitor from TX that stops here to rest.

Election of Officers for 2022: Bart Wild opened the floor for nominations: Keith Henry made a motion to keep the present officers. Jennifer Autin second the motion. **Bart Wild** as President, **Suzette Leonards** as Vice President and **Megan Duhon** as Secretary/Treasurer. Unanimous board approved. Motion carried

Marketing Report: Harold Fonte stated a meeting will be held January 25th. The board is extending Harold Fonte's term for another year. Jennifer Autin made the motion. Keith Henry seconded. Motion carried.

Old Business: Jennifer Autin made the motion to purchase 2 new desk and accessories for the desk. Second by Suzette Leonards. Motion carried. Jennifer Autin made the motion to accept the 2022 Budget. Second by Valerie Myers. Motion carried. Jennifer Autin asked for volunteer to work APTC tent for peak hours at the Frog Festival.

New Business: Stevie Robinson has spoken with Mr. Bob Thibodeaux at Bob's Tree Preservation, and he has donated a tree in honor of Dr Martin Luther King, Jr. to be planted here at the tourist commission on Louisiana Arbor Day, January 21st. A unanimous vote was made by the board to change the bylaws for Members At Large to serve a 3 year term and change the wording from "shall replace" to "may replace" a member at large.

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

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(Feb. 10, 2022)