

Acadia Parish Tourist Commission Meeting

March 16, 2023, at 9 a.m.

A regular meeting of the Board of Commissioners held at 401 Tower Rd, Crowley, LA 70526

Board Members Present:

Valerie Myers (Chairman/City of Crowley)	Megan Malmay (Secretary Treasurer/Acadia Chamber)
Bart Wild (Member at Large A)	Harold Fonte (Church Point)
Renae Stanford (Member at Large B)	Nora Benoit (Village of Morse)
Luke Dupre' (Town of Iota)	Suzette Leonards (Vice Chair/ City of Rayne)
Emily Mire (Village of Estherwood)	

Board Members Not Present:

Keith Henry (Village of Mermentau) wk	Josh Spell (Member at Large C) wk
Michele Veillon (Rayne Chamber) wk	

Charlie Waltman, membership and sales manager with LTA, visited and complemented the efforts of APTC and noted that being awarded CVB of the Year was a direct result of the efforts of everyone involved. Additionally, Waltman educated new board members on LTA, their mission, services and various membership levels.

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

1 Prayer

2 Pledge of Allegiance

Previous Meeting Minutes: Renae Stanford made motion to accept the previous month's minutes as presented. Seconded by Luke Dupre'. Motion carried.

Financial Report: Megan Malmay reviewed the February P&L; hotel revenue was \$8,985.07 & \$16,880 in LTA Grant; the balance sheet total for checking/savings as of Feb. 28th was \$485,245.53. Accounts receivable showed (\$26,220.53) this amount is from the Revival Fund that needs to be spent this year. There's an additional \$50k in deferred revenue to be spent in the next two years from the revival fund. Total current assets were \$511,856.46. Luke Dupre' made a motion to accept the financials as presented. Second by Nora Benoit. Motion carried.

Correspondence: Valerie Myers announced tourist information was sent to New Zealand, Oklahoma and Shreveport. Nancy Loewer stated a call from Amanda Cormier with the Rayne Chamber asked for information on Main Street for a school project.

Chairwoman Correspondance: Valerie Myers stated our next board meeting will be on April 13th at 9am.

Directors Report: Nancy Loewer Attended the LA Agriculture Hall of Distinction event, where two prominent rice influences in Acadia Parish were inducted. Elizabeth West with Evangeline Parish has proposed finishing the Tri-Parish Tour. The tour bus from St. Louis came through Acadia Parish on Monday and all went well. Loewer attended the Crowley Rotary Mtg. on Tues. where Crowley Main Street presented speaker Jessica Richardson, an architectural historian who recently completed the second part of the redistricting survey of the Historic District. Many buildings, were not contributing since they were

not old enough to include the last time, they surveyed. West Crowley could probably have its own historical district and several additional independent buildings could probably be listed separately. A Custom Content Feature Article with brand promotion has been sent to the Houston Chronicle for a 4-wk flight in April. Loewer stated that she will be attending the CEO/Senior Leadership Mtg. Baton Rouge. She concluded by noting that she is working on job description for the open position.

Old Business: Monthly board meetings will remain on the second Thursday of the month, due to bylaws. Renae Stanford discussed purchasing CD(s) and made recommendations for 12 months at the max rate. Harold Fonte reported from the Marketing Committee that they agree the new sign should be permanent and not be moved. The professional photographer discussion has been tabled for the marketing committee. Visitor Charlie Waltman suggested we call Lake Charles Welcome Center and ask for a copy of their contract they have for photography so we have an example how this should be done.

New Business: Valerie Myers stated that the Police Jury wants the Rice Museum handled correctly and that Mayor Chad Monceaux of Crowley cannot take on this task. The mayor and APPJ president, Chance Henry, have proposed that each municipality should take control of their items and see to it that the items are tended to. Henry, Nancy Loewer and Valerie Myers will meet to discuss this at a later date.

Committees Reports: Harold Fonte stated the marketing committee meeting will be on April 6th. Nancy Loewer will get with Sammy Reggie to discuss the Mardi Gras display for next year. Each commissioner is asked to get with their local restaurants to send in a recipe and photo for the chance to be featured in the Louisiana Culinary Trails. We are looking into having an aquarium in the office with crawfish. Bart Wild stated the next long-range meeting is March 23rd here at 1pm. Luke Dupre spoke to Scott Richard at the APSB and was told we are 2nd on the list to have them begin collecting our 4% occupancy tax. Before closing the meeting, there was a discussion regarding possible new policies and procedure, regarding office staff and bylaw changes.

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

Nancy Loewer
Executive Director

NLL/aam