

**ST. MARTIN PARISH TOURISM COMMISSION**  
**REGULAR MEETING MINUTES**  
**WEDNESDAY, FEBRUARY 14, 2024**

The St. Martin Parish Tourism Commission met at 4:30 p.m. on Wednesday, February 14, 2024. The meeting was held at the St. Martin Parish Tourism Office, 601 East Bridge Street, Breaux Bridge, Louisiana.

The meeting was called to order by Tourism Executive Director Laci Laperouse.

The following members were present: Carole Lancon, Christine Friedman, Fred Foti Jr., Karlos Knott, and Yvette Landry. The following members were absent: Marel Thibodeaux (excused) and Tonia Peltier (excused).

Also present: Assistant Director Megan LeBlanc.

A motion was made by Fred Foti Jr. and seconded by Christine Friedman. to approve the minutes of the St. Martin Parish Tourism Commission Meeting held on Wednesday, January 10, 2024.

This motion having been submitted to a vote; the vote thereon was as follows:

YEAS: Carole Lancon, Christine Friedman, Fred Foti Jr., Karlos Knott, and Yvette Landry.

NAYS: None.

ABSTAIN: None.

ABSENT: Marel Thibodeaux (excused) and Tonia Peltier (excused).

And the motion was declared adopted this 14th day of February 2024.

A motion was made by Carole Lancon and seconded by Karlos Knott to approve the Tourism Monthly Report for the month of January 2024.

This motion having been submitted to a vote; the vote thereon was as follows:

YEAS: Carole Lancon, Christine Friedman, Fred Foti Jr., Karlos Knott, and Yvette Landry.

NAYS: None.

ABSTAIN: None.

ABSENT: Marel Thibodeaux (excused) and Tonia Peltier (excused).

And the motion was declared adopted this 14th day of February 2024.

After a detailed discussion ensued amongst Commissioners and Executive Director Laci Laperouse regarding the requests received by T.R.A.I.L for Cycle Zydeco. The following assistance was approved:

- \$4,000.00 sponsorship
- Social Media Boosts (The tourism office will take care of this)
- Events Page (local and State Tourism Office-Tourism office will take care of this)
- Submission of the event to the radio/news media community calendars
- St. Martin Parish Tourism has also taken the liberty of running the event in a Compass Media Festival/Event Digital Campaign, and we have teamed up with Local Palate to create 7 articles of which one will feature this event.

A motion was made by Fred Foti Jr. and seconded by Karlos Knott to approve the above mentioned requests.

This motion having been submitted to a vote; the vote thereon was as follows:

YEAS: Carole Lancon, Christine Friedman, Fred Foti Jr., Karlos Knott, and Yvette Landry.

NAYS: None.

ABSTAIN: None.

ABSENT: Marel Thibodeaux (excused) and Tonia Peltier (excused).

And the motion was declared adopted this 14th day of February 2024.

After a detailed discussion ensued among Commissioners and Executive Director Laci Laperouse regarding the requests received by the Parks Cracklin Cook-off Festival Association for the Parks Cracklin Cook-off Festival. The following assistance was approved:

- \$2,500.00 sponsorship to be used towards the rental of the stage as well as the production of promotional materials, including 100 posters, flyers, and snipes.
- Social Media Boosts (The tourism office will take care of this)
- Events Page (local and State Tourism Office-Tourism office will take care of this)
- Submission of the event to the radio/news media community calendar
- St. Martin Parish Tourism has also taken the liberty of running the event in a Compass Media Festival/Event Digital Campaign, and we have teamed up with Local Palate to create 7 articles of which one will feature this event.

A motion was made by Carole Lancon. and seconded by Fred Foti Jr. to approve the above mentioned requests.

This motion having been submitted to a vote; the vote thereon was as follows:

YEAS: Carole Lancon, Christine Friedman, Fred Foti Jr., Karlos Knott, and Yvette Landry.

NAYS: None.

ABSTAIN: None.

ABSENT: Marel Thibodeaux (excused) and Tonia Peltier (excused).

And the motion was declared adopted this 14th day of February 2024.

After a detailed discussion ensued amongst Commissioners and Executive Director Laci Laperouse regarding the requests received by Atelier de la Nature for the Fete de la Nature Bioblitz and Crawfish Benefit. The following assistance was approved:

- \$1,000.00 sponsorship to be used towards entertainment and/or promotional materials for said event.
- Social Media Boosts (The tourism office will take care of this)
- Events Page (local and State Tourism Office-Tourism office will take care of this)
- Submission of the event to the radio/news media community calendar
- St. Martin Parish Tourism has also taken the liberty of running the event in a Compass Media Festival/Event Digital Campaign, and we have teamed up with Local Palate to create 7 articles of which one will feature this event.

A motion was made by Karlos Knott and seconded by Christine Friedman to approve the above mentioned requests.

This motion having been submitted to a vote; the vote thereon was as follows:

YEAS: Carole Lancon, Christine Friedman, Fred Foti Jr., Karlos Knott, and Yvette Landry.

NAYS: None.

ABSTAIN: None.

ABSENT: Marel Thibodeaux (excused) and Tonia Peltier (excused).

And the motion was declared adopted this 14th day of February 2024.

After a detailed discussion ensued among Commissioners and Executive Director Laci Laperouse regarding the requests received by the Breaux Bridge Crawfish Festival Association for the Crawfish Festival. The following assistance was approved:

- \$12,500.00 sponsorship to be used towards promotional advertising and/or entertainment for said event.
- Social Media Boosts (The tourism office will take care of this)
- Events Page (local and State Tourism Office-Tourism office will take care of this)
- Submission of the event to the radio/news media community calendar
- St. Martin Parish Tourism has also taken the liberty of running the event in a Compass Media Festival/Event Digital Campaign, and we have teamed up with Local Palate to create 7 articles of which one will feature this event.

A motion was made by Christine Friedman and seconded by Karlos Knott to approve the above mentioned requests.

This motion having been submitted to a vote; the vote thereon was as follows:

YEAS: Carole Lancon, Christine Friedman, Fred Foti Jr., Karlos Knott, and Yvette Landry.

NAYS: None.

ABSTAIN: None.

ABSENT: Marel Thibodeaux (excused) and Tonia Peltier (excused).

And the motion was declared adopted this 14th day of February 2024.

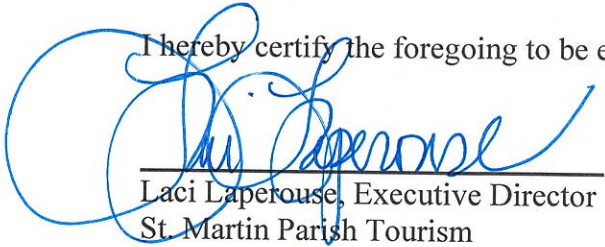
Prior to adjournment, Executive Director Laci Laperouse discussed the 8<sup>th</sup> Annual Pardoning of the Crawfish event which will be held on Tuesday, February 20, 2024, located in Breaux Bridge. Other topics discussed were upcoming collaborations with WWL-TV and Local Palate, and updates regarding Mural Projects, Roundabouts, and the Clerical Assistant position.

Executive Director Laci Laperouse invited comments or discussion from the board members. Commissioner Yvette Landry discussed group tours at Martin Accordions and how they will no longer be doing those tours and that she was approached to take over. She expressed interest in taking over and discussed a few ideas for bringing that music experience to St. Martin Parish.

With no further business, Executive Director Laci Laperouse announced the next meeting will be held Wednesday, March 13<sup>th</sup>, 2024, at 4:30 p.m., located at the Duchamp Opera House, 200 South Main Street, St. Martinville, Louisiana.

A motion was made by Karlos Knott and seconded by Carole Lancon that the St. Martin Parish Tourism Commission Meeting does hereby adjourn. Motion was unanimously approved.

I hereby certify the foregoing to be exact and true:



Laci Laperouse, Executive Director  
St. Martin Parish Tourism