

ST. MARTIN PARISH TOURISM COMMISSION
REGULAR MEETING MINUTES
WEDNESDAY, MARCH 19TH, 2025

The St. Martin Parish Tourism Commission met at 4:31 p.m. on Wednesday, March 19th, 2025. The meeting was held at Team Voodoo Crawfish Tours, 1053 Grand Anse Hwy., Breaux Bridge.

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

The following members were present: Christine Friedman, Carole Lancon, Fred Foti Jr., and Marel Thibodeaux. The following members were absent: Yvette Landry (excused), Tonia Peltier (excused), and Karlos Knott. Also present for the meeting was Tourism Assistant Director Megan LeBlanc.

A motion was made by Carole Lancon and seconded by Fred Foti Jr. to approve the minutes of the St. Martin Parish Tourism Commission Meeting held on Wednesday, February 12th, 2025.

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

YEAS: Christine Friedman, Fred Foti Jr., Marel Thibodeaux, and Carole Lancon.

NAYS: None.

ABSTAIN: None.

ABSENT: Yvette Landry (excused), Tonia Peltier (excused), and Karlos Knott.

And the motion was declared adopted this 19th day of March 2025.

A motion was made by Christine Friedman and seconded by Marel Thibodeaux to approve the Tourism Monthly Report for the month of February 2025.

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

YEAS: Christine Friedman, Fred Foti Jr., Marel Thibodeaux, and Carole Lancon.

NAYS: None.

ABSTAIN: None.

ABSENT: Yvette Landry (excused), Tonia Peltier (excused), and Karlos Knott.

And the motion was declared adopted this 19th day of March 2025.

Executive Director Laci Laperouse and Commissioners welcomed Jude Mequet, Owner of Team Voodoo Crawfish Tours. Mr. Mequet shared insights into his unique crawfish tour

experience. He discussed how he started the business and provided an overview of what guests can expect during the tour. Jude offers private, reservation-only tours that last approximately 1 to 1.5 hours. The experience is truly "pond to table," as visitors learn firsthand how to harvest crawfish. Guests participate in pulling up traps, emptying the catch, and rebaiting the traps, gaining a deeper understanding of the crawfish industry. He also demonstrates how to properly boil the crawfish and teaches guests how to peel and eat them, making it a full Louisiana culinary experience.

After a detailed discussion ensued among Commissioners and the Executive Director Laci Laperouse regarding the request received by Cycle Zydeco for the Cycle Zydeco Cycling Festival, the following assistance was approved:

- Sponsorship of \$4500.00
- 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

A motion was made by Fred Foti Jr. and seconded by Marel Thibodeaux, to approve the above-mentioned request.

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

YEAS: Christine Friedman, Fred Foti Jr., Marel Thibodeaux, and Carole Lancon.

NAYS: None.

ABSTAIN: None.

ABSENT: Yvette Landry (excused), Tonia Peltier (excused), and Karlos Knott.

And the motion was declared adopted this 19th day of March 2025.

After a detailed discussion ensued among Commissioners and Executive Director Laci Laperouse regarding the request received by Cruisin' Cajun Country for the Cruisin' Cajun Country event, the following assistance was approved:

- Sponsorship of \$750.00
- 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

A motion was made by Christine Friedman and seconded by Carole Lancon, to approve the above-mentioned request.

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

YEAS: Christine Friedman, Fred Foti Jr., Marel Thibodeaux, and Carole Lancon.

NAYS: None.

ABSTAIN: None.

ABSENT: Yvette Landry (excused), Tonia Peltier (excused), and Karlos Knott.

And the motion was declared adopted this 19th day of March 2025.

After a detailed discussion ensued among Commissioners and the Executive Director Laci Laperouse regarding the request received by the Heart of Atchafalaya for the Heart of Atchafalaya Spring Fest, the following assistance was approved:

- Sponsorship of \$500.00 to be used for reusable banners, posters & other advertising/promotional materials
- 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

A motion was made by Fred Foti Jr., and seconded by Marel Thibodeaux, to approve the above-mentioned request.

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

YEAS: Christine Friedman, Fred Foti Jr., Marel Thibodeaux, and Carole Lancon.

NAYS: None.

ABSTAIN: None.

ABSENT: Yvette Landry (excused), Tonia Peltier (excused), and Karlos Knott.

And the motion was declared adopted this 19th day of March 2025.

Prior to adjournment, Executive Director Laci Laperouse provided tourism updates to the Commissioners, presenting the events promotions budget along with websites, social media, and Constant Contact analytic reports, which will now be shared quarterly. She discussed her recent meeting with TCA Director Jeanne McBride regarding event funding and an upcoming meeting with Mayor Collette about utilizing hotel/motel tax revenue for tourism in Henderson.

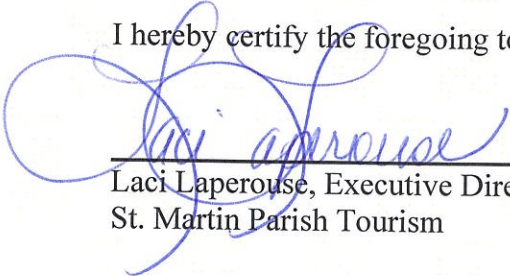
She highlighted the success of the Pardoning of the Crawfish event on March 11 and shared insights from the FRVA convention she attended with Assistant Director Megan LeBlanc in Georgia. St. Martin Parish Tourism will also participate in the Parks Cracklin Cookoff for the second year in April.

Additionally, she announced an ongoing collaboration with LOT to host international travel writers for the Crawfish Festival. St. Martin Parish will also be involved in the IFTWA annual conference, with 10 travel writers visiting Maison Madeleine for a Secret Supper Night in partnership with Lafayette Travel. She briefly touched on the Culinary Trails Event, asking commissioners to start considering a chef to feature.

With no further business, Executive Director Laci Laperouse announced the next meeting will be held Wednesday, April 9th, 2025, at 4:30 p.m., at the St. Martin Parish Tourism Office, 601 East Bridge Street, Breaux Bridge.

A motion was made by Fred Foti and seconded by Carole Lancon that the St. Martin Parish Tourism Commission Meeting does hereby adjourn. The motion was unanimously approved.

I hereby certify the foregoing to be exact and true:



Laci Laperouse, Executive Director
St. Martin Parish Tourism