

ST. MARTIN PARISH TOURISM COMMISSION
REGULAR MEETING MINUTES
WEDNESDAY, JULY 9TH, 2025

The St. Martin Parish Tourism Commission met at 4:33 p.m. on Wednesday, July 9th, 2025. The meeting was held at the St. Martin Parish Tourism Office, 601 East Bridge Street, Breaux Bridge.

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

The following members were present: Carole Lancon, Fred Foti Jr., Marel Thibodeaux, Tonia Peltier (Arrived at 4:36 pm), Karlos Knott and Christine Friedman. Also present was 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, June 11th, 2025.

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

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

NAYS: None.

ABSTAIN: None.

ABSENT AT VOTING: Tonia Peltier.

ABSENT: None.

And the motion was declared adopted this 9th day of July 2025.

A motion was made by Christine Friedman and seconded by Karlos Knott to approve the Tourism Monthly Report for the month of June 2025.

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

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

NAYS: None.

ABSTAIN: None.

ABSENT AT VOTING: Tonia Peltier.

ABSENT: None.

And the motion was declared adopted this 9th day of July 2025.

After a detailed discussion ensued among Commissioners and the Executive Director Laci Laperouse, regarding the request received by Teche Center for the Arts for the Dance Away 5K the following assistance was approved:

- Sponsorship of \$300.00 to be used towards promotional materials, advertisement, and/or entertainment for said event.
- Social Media Boosts
- Events Page (Local and State Tourism Office)
- Submission of the event to the radio/news media community calendars

A motion was made by Fred Foti 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: Fred Foti Jr., Marel Thibodeaux, Karlos Knott, Carole Lancon, Christine Friedman and Tonia Peltier

NAYS: None.

ABSTAIN: None.

ABSENT: None.

And the motion was declared adopted this 9th day of July 2025.

After a detailed discussion ensued among Commissioners and the Executive Director, Laci Laperouse, regarding the request received by Fête Dieu du Teche for the Fête Dieu du Teche Event the following assistance was approved:

- Sponsorship of \$2,500.00 to be used towards promotional materials, advertisement, and/or entertainment for said event. (Payable to vendors only)
- Social Media Boosts
- Events Page (Local and State Tourism Office)
- Submission of the event to the radio/news media community calendars.

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

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

YEAS: Fred Foti Jr., Marel Thibodeaux, Karlos Knott, Carole Lancon, Christine Friedman and Tonia Peltier.

NAYS: None.

ABSTAIN: None.

ABSENT: None.

And the motion was declared adopted this 9th day of July 2025.

Prior to adjournment, Executive Director Laci Laperouse provided the commissioners with several important updates. She announced that St. Martin Parish Tourism was awarded the annual \$10,000 CMP grant from the Louisiana Office of Tourism, which will be used to support marketing initiatives. Laci shared details about several upcoming projects. She noted that the office is in the process of hiring a video production company to create new promotional videos and commercials for the parish. She presented quotes received from various vendors for the commissioners to review. Additionally, she discussed the ongoing collaboration with Compass Media to revamp the Visitors Guide. As part of this project, a professional photographer will be hired to capture high-quality images for the publication.

She also mentioned an upcoming visit from an India representative ahead of the August Travel Summit. The visit will include a comprehensive tour to showcase the area's attractions, culinary experiences, and unique cultural offerings. A brief update on the planning progress for the GRA in October was given, as well as her upcoming international sales mission to Paris and Canada with Louisiana Office of Tourism.

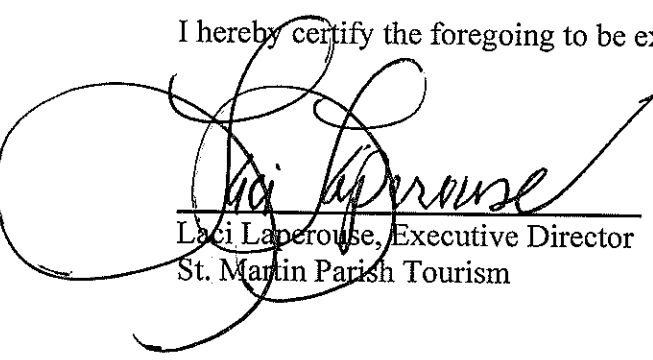
Lastly, Laci addressed the current commission vacancy and proposed considering someone from the accommodations sector. She recommended Greg Domingue, owner of Poche's RV Park. The commissioners supported the suggestion and agreed she should reach out to him.

Following the updates, Executive Director Laci Laperouse asked the commissioners if they had any comments or items for discussion. There were none.

With no further business, Executive Director Laci Laperouse announced the next meeting will be held Wednesday, August 13th, 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 Jr., 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