

ST. MARTIN PARISH TOURISM COMMISSION
REGULAR MEETING MINUTES
WEDNESDAY, OCTOBER 11, 2023

The St. Martin Parish Tourism Commission met at 4:30 p.m. on Wednesday, October 11, 2023. The meeting was held at St. Martin Parish Tourism Office, 110 North Main 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., Laura Huval, Marel Thibodeaux and Tonia Peltier. The following members were absent: Karlos Knott (excused).

A motion was made by Carole Lancon and seconded by Laura Huval to approve the minutes of the St. Martin Parish Tourism Commission Meeting held on Wednesday, September 13, 2023.

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

YEAS: Carole Lancon, Christine Friedman, Laura Huval, Marel Thibodeaux and Tonia Peltier.

NAYS: None.

ABSTAIN: None.

ABSENT AT VOTING: Fred Foti, Jr.

ABSENT: Karlos Knott (excused).

And the motion was declared adopted this 11th day of October 2023.

A motion was made by Marel Thibodeaux and seconded by Christine Friedman to approve the Tourism Monthly Report for the month of September 2023.

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

YEAS: Carole Lancon, Christine Friedman, Laura Huval, Marel Thibodeaux and Tonia Peltier.

NAYS: None.

ABSTAIN: None.

ABSENT: Karlos Knott (excused).

And the motion was declared adopted this 11th day of October 2023.

After a detailed discussion ensued amongst Commissioners and Executive Director Laci Laperouse regarding the requests received by St. Bernard Catholic Church for the Tunes on the Teche events. The following assistance was approved:

- Three (3) Reuseable Banners
- Social Media Boosts
- Local and State calendar of events
- Submitting to radio/news media community calendar.

A motion was made by Marel Thibodeaux and seconded by Tonia Peltier 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, Laura Huval, Marel Thibodeaux and Tonia Peltier.

NAYS: None.

ABSTAIN: None.

ABSENT: Karlos Knott (excused).

And the motion was declared adopted this 11th day of October 2023.

After a detailed discussion ensued amongst Commissioners and Executive Director Laci Laperouse regarding the requests received by Breaux Bridge Area Chamber of Commerce for the Pumpkin Patch event. The following assistance was approved:

- \$500.00 sponsorship to be used towards promotional advertisement.
- Social Media Boosts
- Local and State calendar of events (website)
- Submitting event to radio/news media community calendar

A motion was made by Laura Huval 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, Laura Huval, Marel Thibodeaux and Tonia Peltier.

NAYS: None.

ABSTAIN: None.

ABSENT: Karlos Knott (excused).

And the motion was declared adopted this 11th day of October 2023.

After a detailed discussion ensued amongst Commissioners and Executive Director Laci Laperouse regarding the requests received by Civic Club de Pont Breaux for the Garage Sales in Parc Hardy. The following assistance was approved:

- \$250.00 sponsorship to be used for promotional advertising.
- Social Media Boosts
- Local and State calendar of events (website)
- Submitting event to radio/news media community calendar

A motion was made by Fred Foti, Jr. and seconded by Tonia Peltier 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, Laura Huval, Marel Thibodeaux and Tonia Peltier.

NAYS: None.

ABSTAIN: None.

ABSENT: Karlos Knott (excused).

And the motion was declared adopted this 11th day of October 2023.

After a detailed discussion ensued amongst Commissioners and Executive Director Laci Laperouse regarding the requests received by Teche Center for the Arts for the Spooky Soiree. It was determined that this event is not tourism related and therefore no funding was approved.

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

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

YEAS: Carole Lancon, Christine Friedman, Laura Huval, Marel Thibodeaux and Tonia Peltier.

NAYS: None.

ABSTAIN: None.

ABSENT: Karlos Knott (excused).

And the motion was declared adopted this 11th day of October 2023.

Executive Director Laci Laperouse provided the commissioners with updates on the following:

Mural Project – Commissioner Carole Lancon recommended using the exterior side wall of the Acadian Memorial building, which is owned by the City of St. Martinville, to create a mural. Executive Director Laci Laperouse will meet with the Acadian Memorial Board and the City of St. Martinville to receive feedback.

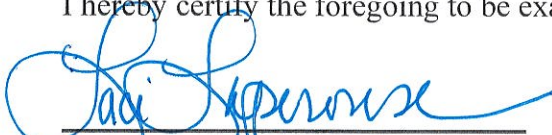
Grant Assistance update – Executive Director Laci Laperouse explained the need to improve on organizations requesting assistance. The issue is that not all organizations are following through with what is expected of them. Laperouse explained the amount of time having to spend on keeping track and staying on top of the event organizers to follow-through with receipts, logo placement, follow-up forms, etc. has become a very time-consuming task. This discussion led to Executive Director Laperouse recommending a grant assistance workshop be offered once a year, or as needed to invite event organizers, hoteliers, and businesses to not only provide them with information of how the tourism department can help but to discuss the process of assistance requests. The Commissioners agreed this was necessary and hopefully it will hold all requesters accountable, as this could affect any future requests made by them.

FAM Tour scheduled for March 2024 – Executive Director Laci Laperouse advised with partnership through LCVC and LOT, St. Martin Parish will host, for one day, about 18 Group Travel Leader Magazine representatives to tour the area as part of a 4-night Hub/Spoke Tour.

Prior to adjournment, Executive Director Laci Laperouse announced that the next Tourism Commission meeting will be held Wednesday, November 8, 2023, at 4:30 p.m. at Jeux Biff's, 625 Grand Point Avenue, Breaux Bridge. Commissioner Laura Huval stated she would not be able to attend the November meeting.

A motion was made by Fred Foti, Jr. 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