

Iberia Parish Tourist Commission
Board Minutes
May 21, 2024

Tammy Gordon called the regularly scheduled meeting of the Iberia Parish Tourist Commission to order at 10:35 A.M. at the Iberia Parish Tourist Commission Office located at 2513 Hwy. 14, New Iberia, LA, 70560.

Present:

Tammy Gordon
Jackie Reedom
Ronald Sovine
Heidi Martin

Absent:

Nancy Buteau
Liz Bodin

Present, but not participating in formal action:

Mike Tarantino, staff

Public:

Marti Harrell, Strategic Marketing Specialist for Simple Faith Coffee which includes Church Alley Café, The Main Cup and the upcoming Delcambre location. She is working on promoting the coffee shops.

A motion by Heidi Martin, seconded by Jackie Reedom to approve the April 2024 minutes.
Motion carried.

A motion by Ronald Sovine, seconded by Heidi Martin to approve the April 2024 finance report.
Motion carried.

A motion by Jackie Reedom, seconded by Heidi Martin to discuss, consider and approve Executive Director's recommendation for employee health, dental and life insurance. Motion Carried.

Executive Director's Report:

- Mike and Brittany attended Phebe Hayes' James William Rivers Prize ceremony.
- Mike attended an LOT onboarding event/meeting for new tourism directors.
- IPCVB met with Marti Harrell about business initiatives.
- Victor's Café closed their restaurant.
- Bambinos is having a soft opening during May.

- IPCVB provided materials and gathered samples from local businesses for the City of New Iberia's Mid City Mayor Conference in May.
- IPCVB will be hosting Iberia Parish Day at the Atchafalaya Welcome Center on May 23.
- Iberia Parish Council adopted and passed a resolution on April 24, declaring May 19-25, 2024 National Tourism Week in Iberia Parish.
- Fox News featured Tabasco in a recent article about the origins of the hot sauce.
- Reviewed economic indicators.
- Website users were 7.9k in April 2024

Heidi Martin:

- Chamber's golf tournament will be June 7.
- Women's Inspire event will be June 27. Registration is limited.
- Gary Colden is the new Director at the Greater Iberia Chamber of Commerce

Ronald Sovine:

- New hair salon opening in town.
- Grocery store on hold due to construction issues.
- Tour du Teche race had a good turnout and thanked IPCVB for the promotions.
- Cruisin' Cajun Country was a successful day at Jeanerette Museum.

Jackie Reedom:

- Shadows will be showing an interview with James Baldwin at the Sliman Theater for Juneteenth on June 15. Shadows will announce the Juneteenth Poetry Contest winners on that day as well.

Tammy Gordon:

- Delcambre Boat Parade Poker Run this weekend.
- June 1st is the Father's Day market, and last before August. There will be no market in July.

Motion to adjourn made by Heidi Martin, seconded by Ronald Sovine. Motion carried.