

Iberia Parish Tourist Commission
Board Minutes
April 26, 2022

Tammy Gordon called the regularly scheduled meeting of the Iberia Parish Tourist Commission to order at 10:30 A.M. at the Iberia Parish Convention & Visitors Bureau, 2513 Hwy 14, New Iberia, LA.

Present:

Tammy Gordon
Kirsten Bourque
Joyce Buller
Germaine Comeaux
Heidi Martin
Phebe Hayes

Absent:

Liz Bodin

Public:

No public present

Present but not participating in formal actions:

Fran Thibodeaux, Staff
Brittany Racca, Staff
Doobie Judice, Staff

A motion by Kirsten Bourque, seconded by Heidi Martin to approve the April 26, 2022 agenda. Motion carried.

A motion by Heidi Martin, seconded by Kirsten Bourque to approve the March 2022 minutes. Motion carried.

The director reported that 2022 year to date occupancy tax collections are up 75% from 2021 year to date collections. A motion by Germaine Comeaux with a second by Heidi Martin to approve the March 2022 finance report. Motion carried.

The board discussed a bureau reorganization plan to realize cost savings and efficiencies through consolidation or shared administrative oversight of two organizations. The chairman and director reporting on meetings with Iberia Parish Parks and Recreation, Iberia Industrial Development Foundation, Iberia Parish President Larry Richard and Andy Shealy, Asst. District Attorney. Iberia Parish Parks and Recreation declined to enter into a Cooperative Endeavor Agreement (CEA) with the Iberia Parish Convention & Visitors Bureau (IPCVB). Iberia Industrial Development Foundation agreed to continue talks regarding a CEA with IPCVB. A motion by Kirsten Bourque with a second by Heidi Martin to continue talks with IDF regarding a CEA with the bureau. Motion carried.

The director presented a National Scenic Byway Foundation grant opportunity in partnership with the Bayou Teche National Scenic Byway partners, St. Martin Parish Tourism and St. Mary Parish Tourism. A motion by Heidi Martin with a second by Germaine Comeaux directing an expenditure up to \$50,000 towards the grant match. Motion carried.

Executive Director's Report

- Press Releases
- Media Report
- Newsletter
- Blogs
- Social Media
- Partner Notices
- Facility staffing
- Partner meetings
- LA Sunshine Guide
- National Travel & Tourism Week Iberia Travel Campaign
- Bayou Teche Scenic Byway managing partners meeting
- Literary festival IPCVB bus and walking tours
- LA Financial Disclosure Form
- Ethics Training
- Sexual Harassment Training

Board Reports

- Loreauville Community Project
 - Love The Boot
 - 4th of July
 - Pumpkin Patch
 - Acadian Odyssey Monument
- Friends of Jeanerette Museum
 - Building update for equipment exhibit
- The Iberia African American Historical Society
 - The IAHHHS Family History Center at Shadows-on-the-Teche Visitor Center
 - Renovation of 2nd floor visitor center
- Iberia Preservation Alliance
 - Bayou Teche Museum Gala
 - Exhibit space expansion update
 - Iberia Cultural Resources Assoc. (ICRA) Concert in the Park update
 - ICRA Veteran's Concert update
- Greater Iberia Chamber of Commerce
 - Chamber staffing update
 - Marketing Tips for 2022 Program
 - Inspire Program update
 - Annual Banquet update
- Delcambre Direct Seafood
 - Market update
 - Wellness Program
 - Poker Run
 - Culinary announcement coming soon
 - Food Hub update

A motion by Germaine Comeaux, seconded by Heidi Martin to adjourn. Motion carried.