

Iberia Parish Tourist Commission  
Board Minutes  
December 17, 2024

Heidi Martin called the regularly scheduled meeting of the Iberia Parish Tourist Commission to order at 10:34 A.M. at the Iberia Parish Tourist Commission Office located at 2513 Hwy. 14, New Iberia, LA, 70560.

Present:

Lisa Lourd  
Ronald Sovine  
Heidi Martin  
Liz Bodin

Absent:

Tibi Hebert  
Jackie Reedom  
Tammy Gordon

Present, but not participating in formal action:

Mike Tarantino, staff

Public:

Marti Harrell with Simple Faith Coffee let us know the Candy Bar Bingo with Santa in Loreauville will be Dec. 19.

A motion by Liz Bodin, seconded by Ronald Sovine to approve the November 2024 minutes. Motion carried.

A motion by Ronald Sovine, seconded by Lisa Lourd to approve the November 2024 finance report. Motion carried.

A motion by Ronald Sovine, seconded by Lisa Lourd to approve the 2025 IPTC Board Meeting dates. Motion carried.

Mike went over management corrective action plan IPCVB drafted for audit findings. Policies and procedures is under legal review and awaiting response.

Executive Director's Report:

- Mike met with the Cruisin' Cajun Country organizers to discuss the 2025 event.
- The Jeanerette Christmas Parade will be this Sat., Dec. 21.
- IPCVB is running a targeted ad campaign for the Superbowl in New Orleans. We've sent out a notice to our tourism partners for offers that will be added to our coupons & specials page. We will be creating a landing page for as well.

- Reviewed economic indicators.

Ronald Sovine:

- The Jeanerette Creole Festival will be March 22.

Heidi Martin

- The Very Berry Christmas Quest was very successful and had about 600 people participate this year.
- The Dec. 11, Eggs & Issues sold out.
- The Chamber's website has informative webinars with links for training opportunities.

Lisa Lourd:

- Music on Main raised about \$18,000 for the Bayou Teche Museum and had a great turnout.
- The Shadows' new *Crisis in Climate* lecture series will begin on January 23 focusing on the Bayou Teche. Dr. Shane Bernard will be the speaker. There will be three lectures in total.

Motion to adjourn made by Ronald Sovine, seconded by Liz Bodin. Motion carried.