Iberia Parish Tourist Commission

Board Minutes

March 19, 2024

Heidi Martin 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. Tammy Gordon arrived at 10:38 A.M. and took over proceedings.

Present:

Germaine Comeaux

Tammy Gordon

Heidi Martin

Jackie Reedom

Ronald Sovine

Absent:

Nancy Buteau

Liz Bodin

Present, but not participating in formal action:

Mike Tarantino, staff

A motion by Ronald Sovine, seconded by Jackie Reedom to approve the February 2024 minutes. Motion carried.

A motion by Germaine Comeaux, seconded by Heidi Martin to approve the February 2024 finance report. Motion carried.

A motion by Heidi Martin, seconded by Jackie Reedom for a resolution authorizing the director to enter and sign contractual obligations with the LA Office of Tourism on behalf of the bureau. Motion Carried.

Executive Director’s Report:

* Reviewed the Hwy 90 entrance/exit lane problem. Talked about potential mitigation solutions. Hotel/motel income may be down for next few months.
* Cypremort Point State Park’s RV Park is open.
* Books Along the Teche Literary Festival preview.
* New Iberia Spanish Festival will be April 19-21.
* Beats on the Bayou will run May-October at Isle of Iberia RV Resort.
* Lao New Year Festival is March 29-31.
* First Solar update – dirt work going on. Working on a supplier and vendor days event in June as of now.
* Reviewed economic indicator.
* Facebook reach was 20.1k users in February 2024
* Website users were 9.9k in February 2024

Heidi Martin:

* The Chamber has found a new director, Gary Colden. Their annual banquet will be April 18. Recent eggs and issues was very well attended.

Germaine Comeaux:

* Bayou Teche Museum gala held last week. The George Rodrigue exhibit will be up until May 20.
* IPAL’s next show is “Catch Me if You Can”.
* The Books Along the Teche Literary Festival will be April 5-7 with various events.

Jackie Reedom:

* CJ Lotz of Garden & Gun Magazine will host the James Lee Burke zoom call for the literary festival.

Ronald Sovine:

* A lot of work going on along Jeanerette’s Main Street. Raintree Market is still being worked on.
* Discussion of CEA between Jeanerette Museum and Tourist Commission

Tammy Gordon:

* Market had good attendance last month.
* Boat Poker Run will be in May.
* The food truck in Delcambre is doing great.

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