

Iberia Parish Tourist Commission
Board Minutes
May 16, 2023

Tammy Gordon called the regularly scheduled meeting of the Iberia Parish Tourist Commission to order at 10:32 A.M. at the Iberia Parish Tourist Commission Office located at 2513 Hwy. 14, New Iberia, LA, 70560.

Present:

Tammy Gordon
Phebe Hayes
Liz Bodin
Ronald Sovine

Absent:

Germaine Comeaux
Nancy Buteau
Heidi Martin

Public:

No public present

Present, but not participating in formal action:

Mike Tarantino, staff

A motion by Liz Bodin, seconded by Ronald Sovine to approve the April 2023 minutes. Motion carried.

A motion by Ronald Sovine, seconded by Phebe Hayes to approve the April 2023 finance report. Motion carried.

A motion by Ronald Sovine, seconded by Liz Bodin to pass 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:

- Interior painting estimate and parking lot light rehab estimate received this week. Working on alternate bids before recommendation.
- Azalea Garden Club completed back flower beds and plan to turn it into a bird sanctuary.
- Working with Great Outdoor Advertising on a moveable billboard to feature monthly events and festivals.
- Mike spoke at Acadiana Business Leaders meeting, New Iberia Rotary meeting, and KANE Radio's Teche Matter show on tourism and economic development topics. Also gave quarterly report to the Iberia Parish Council.

- Teche Project's paddle trail signage to be installed by DOTD sometime this month.
- Shadows celebrated their reopening on May 5 and the event was well attended.
- Shadows and Bayou Teche Museum will also be offering their annual Blue Star Program discount which provides free admission to currently-serving U.S. military personnel and their families. Will run May 20-Sept 4.
- IPCVB created a proclamation for the council to declare May 7-13 National Tourism and Travel week in Iberia Parish, which was passed.
- We attended the LCVF Fam Tour during NTTW. We also represented the bureau at the Atchafalaya Welcome Center for "Iberia Day" on May 10.
- IberiaTravel.com had 9.9k users in April, Avery Island page was most visited.
- Iberia Travel's Facebook page reached 43.6k users in April.
- We had 71 visitor inquiries and 83 walk-ins.
- Cruisin Cajun Country Cruise In is this weekend May 18-20

Liz Bodin:

- Retail sales at \$140 million for April. Indicates people are shopping locally.

Phebe Hayes:

- IAAHS will be submitting a new marker application soon, and hope to make it even more accessible to the public.

Ronald Sovine:

- Chitimacha race was held this past weekend in Jeanerette and had good feedback from visitors.

Tammy Gordon:

- Loreauville monument unveiling had good turnout.
- Delcambre Boat Poker Run will be on May 27, with funds going to St. Jude's.
- Next Delcambre Seafood & Farmers Market will be June 3
- Can text FRESH to (833) 942-5537 for fresh catch and boat arrival alerts in Delcambre. Lots of boats coming in currently.

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