

Iberia Parish Tourist Commission
Board Minutes
October 17, 2023

Phebe Hayes called the regularly scheduled meeting of the Iberia Parish Tourist Commission to order at 11:02 A.M. at the Iberia Parish Tourist Commission Office located at 2513 Hwy. 14, New Iberia, LA, 70560.

Present:

Ronald Sovine
Germaine Comeaux
Heidi Martin
Phebe Hayes

Absent:

Nancy Buteau
Liz Bodin
Tammy Gordon

Public:

No public present

Present, but not participating in formal action:

Mike Tarantino, staff

A motion by Heidi Martin, seconded by Ronald Sovine to approve the August 2023 minutes. Motion carried.

A motion by Ronald Sovine, seconded by Germaine Comeaux to approve the August 2023 finance report. Motion carried.

A motion by Heidi Martin, seconded by Germaine Comeaux to approve the September 2023 finance report. Motion carried.

Executive Director's Report:

- LA Sugar Cane Festival had a good turnout based on posts we've seen. We had a positive response to the social content we posted leading up to the festival. We're waiting on the campaign results for the commercials we did.
- Iberia Cultural Resources has changed the new trilingual panels unveiling date from this October to February due to shipping issues. We will be updating our trail brochure once the locations are finalized next year.
- Mike is working to track labor part participation with IDF staff.

- Retail sales in September were \$40,000 off Jan 2023 which was a record breaking month.
- First Solar groundbreaking went well and had a great turnout.
- The City of New Iberia
- IberiaTravel.com had 8k users in August and 11k users in September.
- We had 61 walk-ins in August and 59 walk-ins in September.

Heidi Martin:

- Chamber reported the attendance for World Championship Gumbo Cookoff was good again this year.

Germaine Comeaux:

- Shadows-on-the-Teche's arts and crafts fair was a success. Having the Gumbo Cookoff in plaza and the weather helped attendance.
- Bayou Teche Museum's gala has been moved to March 13. They are also planning celebrations for George Rodrigue's 80th birthday.
- IPAL's next production "Next to Normal" will start soon.

Ronald Sovine:

- Funds from various community fundraisers are being used to beautify Jeanerette Main Street. Will help for downtown events.

Phebe Hayes:

- IAHS did get approval for the next historical marker and are in the process of finalizing that project. Installation will be sometime in 2024.

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