**Creole Nature Trail All-American Road**

**District Board of Commissioners Meeting**

**Thursday, December 19, 2019, 2:00 pm**

**Southwest Louisiana Convention & Visitors Bureau**

**In attendance were the District Commissioners as follows:**

Paul Guillory, Chairman

Shelley Johnson, Vice Chair

Carolyn Miller, secretary/treasurer

Annette Richey

Jimmy Brown

Don Duberville

Sam Wilkinson

Wendy Harrington

Paula Chesson

**Absent:** None

Also present were Anne Klenke, Tourism Director, Cindy Johnson, Special Projects Manager, and Heather Savoie, Accounting/HR Director with the Southwest Louisiana Convention & Visitors Bureau and Maggie Boudreaux.

**Action #1 Call to Order**

Chairman, Paul Guillory, called the meeting to order.

**Action #2 Introductions and Welcome Guests**

Mr. Guillory welcomed everyone to the meeting.

**Action #3 Approval of the Agenda for the December 19, 2019 Meeting & Public Comments**

Sam Wilkinson **moved to approve the agenda for the December 19, 2019 meeting.** Shelley Johnson seconded the motion. The motion carried.

**Action #4 Discuss and Approve Minutes from the August 15, 2019 Meeting**

Wendy Harrington **moved to approve the minutes from the August 15, 2019 meeting.** Paula Chesson seconded the motion. The motion carried.

Mr. Guillory advised that the minutes were mailed to the board for their review. He asked if there were any questions or corrections.

**Action #5 Discuss and Approve the August, September, October & November 2019 Financial Statements**

Wendy Harrington **moved to approve the August, September, October & November 2019 Financial Statements as presented.** Paula Chesson **s**econded the motion. The motion carried.

Mr. Guillory asked Ms. Savoie to review the August, September, October & November 2019 financial statements. Heather advised that on pages 6-14 are the balance sheets and noted that the combined totals of Liabilities and Net Assets for August was $304,919.66; September was $305,417.37, October was $305,371.60, and November was $304,288.62. Under Operating Fund Revenues and Expenses for November, we should be at 92% of the budget. Heather noted that we received $417.02 in revenue and expended $1,500.00 in November, which brings us to 134.54% of the budget year to date in revenue and 6.34% in expenditures.

**Action #6 Discuss and Approve Final Year-End December 31, 2019, Budget Amendments**

Annette Richey **moved to approve the final year-end December 31, 2019 amendments to the 2019 budget as presented.** Jimmy Brown seconded the motion. The motion carried.

Anne Klenke advised the district that on page 15 are the proposed final year-end amendments to the 2019 budget. She stated that we were increasing revenue $4,030.00 and decreasing expenditures $87,945.00, and the amendments have a net change of $91,975.00 on the budget.

**Action #7 Discuss and Approve the Proposed 2020 Year Budget for the Creole Nature Trail Scenic Byway District**

Annette Richey **moved to approve the proposed 2020-year budget for the Creole Nature Trail Scenic Byway District.** Sam Wilkinson seconded the motion. The motion carried.

Anne Klenke advised the district that on pages 16-21 is a copy of the proposed 2020 budget for the district. We are proposing $77,500.00 in revenue and $170,295.00 in expenses for the year.

**Action #8 Discuss and Approve the Nominating Committee Recommendations for the 2020 Slate of Officers.**

Sam Wilkinson advised the nominating committee has met and is proposing a slate of officers for the upcoming year as outlined in the bylaws. The committee has proposed Shelley Johnson, chair, Paul Guillory, vice-chair, and Carolyn Miller as secretary/treasurer. The slate of officers will serve for two years and the vote on the officers will occur at the February 20, 2020 meeting.

**Action #9 Discuss and Approve the Proposed Meeting Dates for the Year 2020**

Anne Klenke advised that on page 22 is a list of the proposed meeting dates for the 2020 year. She asked that everyone note the dates and advise her or Cindy if they had any conflicts.

**Action #10 Individual Training Timeframe for Mandatory Ethics**

Cindy Johnson reminded the district members that under LA RS 42:1107A, members of all boards and commissions are required to complete one hour of ethics training per year. The training is available online at [www.http://ethics.la.gov/EthicsTraining/login.aspx](http://www.http://ethics.la.gov/EthicsTraining/login.aspx). She advised the board if they needed assistance with online training; they could contact her. Cindy also requested that members send her a copy of their certificate of completion for our files and advised she would send out notices of any local training sessions as they are scheduled.

**Action #11 Discuss Tier 2.1 Financial Disclosure Reporting Deadline May 15, 2020**

Cindy Johnson advised that the Tier 2.1 Financial Disclosure that must be submitted to the Board of Ethics by May 15, 2019, will be mailed to the district soon. She advised that failure to complete this disclosure will result in substantial fines. She advised that if district members were mailing their disclosure, they should send it certified, return receipt requested and submit a copy to her for the district files which will be kept confidential. Cindy also advised that the disclosure could be filed online, and she would be glad to submit the report for anyone who wanted her assistance in filing their paperwork.

**Action #12 Update on Status of Federal Land Access Program Grant for Pintail Wildlife Drive**

Anne Klenke advised that she is currently working with Byron Racca at Meyer & Associates on the design and engineering documents. We are currently waiting on the official report to come in from the survey. She advised that we are moving forward on the project in 2020 she and will keep the district updated on the progress.

**Action #13 Marketing and Media Report - SWLACVB**

Anne Klenke advised that on page 24-25 is the report showing that there were 3 travel media inquiries; 12 travel media contacts made by staff, 2 tradeshows attended and 1 international tour operator FAM hosted from China. As you can see on pages 26-27, social media is continuing to grow and doing extremely well for us. She advised that we will be participating in a cooperative endeavor with the Beaumont CVB for 9 birding festivals in 2020, along with a joint FAM tour in April 2020. In 2021 Sabrewing Nature Tours will include the Creole Nature Trail in their tour. Anne asked everyone to please let us know about any upcoming events so that we can promote them on social media. Pages 29-35 is the co-op birding information with a copy of Beaumont’s birding piece on pages 36-37. On page 39, the NSBF named Sharon Strouse as executive, and working with Sharon Maree Forbes as director of development and marketing. Anne advised that Jennifer John Block who did the documentary “All Over But to Cry” has offered the extra copies she has to the district. Wendy suggested that we send some to the libraries. Carolyn suggested that we send them to the surrounding parishes as well. Anne advised that she will have Jennifer send the videos to us and we should have them at the next meeting.

**Action #14 Calcasieu/Cameron Visitor Count Report**

Anne Klenke advised that pages 41-44 contains the visitor's count for Calcasieu and Cameron Parishes. The November total visitors at the Southwest Louisiana Convention & Visitors Bureau was 2,105. Creole Nature Trail Adventure Point had a monthly total of 493. Sabine National Wildlife Refuge Recreation Area had a monthly total of 12,422. Cameron Prairie National Wildlife Refuge Visitor Center had a monthly total of 207, and the Wildlife Drive had a monthly total of 3,651. Lacassine National Wildlife Refuge had a monthly total of 576. Brimstone Museum/Henning House had a monthly total of 320. The DeQuincy Railroad Museum had a monthly total of 551, and the I-10 Eastbound State Information Center had a total of 7,590 visitors.

**Action #15 Cameron Parish Update**

The Sabine Pass Lighthouse is currently being rehabilitated and banded for stabilization. The lighthouse was lit for three nights, and progress can be found on their Facebook page.

**Action #16 Adjourn**

Wendy Harrington **moved to adjourn the meeting**. Paula Chesson seconded the motion. The motion carried.

There being no additional business, the meeting was adjourned. The next district meeting will be on Thursday, February 20, 2020, at 2:00 p.m.

Paul Guillory, Chairman Carolyn Miller, Secretary-Treasurer