**Creole Nature Trail All-American Road**

**District Board of Commissioners Meeting**

**Thursday, August 15, 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

**Absent:** Wendy Harrington, Paula Chesson

Also present were Kyle Edmiston, CEO/President; Anne Klenke, Tourism Director; Cindy Johnson, Special Projects Manager, and Heather Savoie, accounting/HR director with the Southwest Louisiana Convention & Visitors Bureau and Ernest Fontenot.

**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 August 15, 2019, Meeting & Public Comments**

Shelley Johnson **moved to approve the agenda for the August 15, 2019 meeting.** Sam Wilkinson seconded the motion. The motion carried.

**Action #4 Discuss and Approve Minutes from the May 30, 2019 Meeting**

Carolyn Miller **moved to approve the minutes from the May 30, 2019 meeting.** Annette Richey 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 May, June & July 2019 Financial Statements**

Shelley Johnson **moved to approve the May, June, and July 2019 Financial Statements as presented.** Jimmy Brown **s**econded the motion. The motion carried.

Mr. Guillory asked Ms. Savoie to review the May, June, and July 2019 financial statements. Heather advised that on pages 7-13 are the balance sheets and noted that the combined totals of Liabilities and Net Assets for May was $303,594.13; June was $301,544.82, and July was $302,118.28. Under Operating Fund Revenues and Expenses for July, we should be at 58% of the budget. Heather noted that we received $573.46 in revenue and expended $0.00 in July, which brings it to 114% of the budget year to date in revenue and 3% in expenditures.

**Action #6 Discuss and Approve Amendment to the 2019 Budget for Travel by Commissioners**

Shelley Johnson **moved to approve the amendments to the 2019 budget as presented.** Carolyn Miller seconded the motion. The motion carried.

Heather advised the district that on pages 14-15 were the proposed amendments to the 2019 budget for travel by district commissioners to the Lt. Governor’s Travel Summit in Baton Rouge August 27-29 and the Society of American Travel Writers annual conference in El Paso October 20-24. She stated that we were increasing revenue $3,500 and our expenditures $3,500 and the amendments have a zero-net effect on the budget.

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

Annette Richey **moved to approve the proposed bylaws for the Creole Nature Trail Scenic Byway District with the addition of a nominating committee to Article V Section 2.** Carolyn Miller seconded the motion. The motion carried.

Kyle Edmiston advised the district that on pages 16-22 is a copy of the proposed bylaws that were mailed to the district. He advised that it is good governance to have these bylaws in place, and it is the way you have been conducting business for many years. It does however put term limits on officers and district members. The term limits as proposed will start in 2020 and if you elect to continue on the board and your appointing authority reappoints you then your terms would end in 2024 which is the start of a five-year process. These limits allow no more than one board member to rotate off the board in any year. Anne Klenke asked if there were any questions or comments. Shelley Johnson advised that the CVB bylaws contain a nominating committee for officers. She stated that she would like to make a motion that we add the following clause to the bylaws. Under Article V Section 2 the amendment states that the chairman shall nominate a slate of officers prior to the first meeting of even-numbered years and the officers of the district shall be elected by the board of commissioners at the first meeting of each even-numbered fiscal year. Each officer shall hold office until his/her successor shall have been duly elected. Each commissioner is limited to two (2) consecutive terms for each office held. Kyle advised that he wanted to thank each of the members for serving on the district as it is very important to the CVB and he intends to continue to support the district. Cindy Johnson obtained signatures of the district members present on the bylaws.

**Action #8 Update on Status of Federal Land Access Program Grant for Pintail Wildlife Drive**

Anne Klenke advised the design and engineering documents will come out of the 85,800, so we can go ahead and get that started. She is currently working with Byron Racca at Meyer & Associates on the project. She advised that if we do not get it going in 2019, we will have to move it to the 2020 budget.

**Action #9 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 #10 Marketing and Media Report - SWLACVB**

Anne Klenke advised that on page 24-26 there were 5 travel media inquiries; 51 travel media contacts made by staff, 5 media interviews, 1 news conference, 2 tradeshows attended and 1 media FAM. As you can see on page 28, social media is continuing to grow and doing extremely well for us. She advised that we would be updating the Creole Nature Trail app in 2020. Anne asked everyone to please let us know about any upcoming events so that we can promote them on social media.

**Action #11 Calcasieu/Cameron Visitor Count Report**

Anne Klenke advised that pages 29-32 contains the visitor's count for Calcasieu and Cameron Parishes. The July total visitors at the Southwest Louisiana Convention & Visitors Bureau was 2,713. Creole Nature Trail Adventure Point had a monthly total of 1,512. Sabine National Wildlife Refuge Recreation Area had a monthly total of 15,340. Cameron Prairie National Wildlife Refuge Visitor Center had a monthly total of 272, and the Wildlife Drive had a monthly total of 3,316. Lacassine National Wildlife Refuge had a monthly total of 3,046. Brimstone Museum/Henning House had a monthly total of 340. The DeQuincy Railroad Museum had a monthly total of 671, and the I-10 Eastbound State Information Center was open 17 days in July with a total of 3,721 visitors.

**Action #12 Cameron Parish Update**

Anne Klenke asked Jimmy Brown if he has heard anything about the visitor center at Cameron LNG yet. Jimmy advised he has not heard anything about it, but the ships are there. Anne advised that she heard that Split Rock Studios, who provided exhibit design for Creole Nature Trail Adventure Point, was awarded the contract for the center. Don Duberville advised that the Cameron Ferry II would be going to dry dock in February for upgrades and there would be some changes to the bulkhead done at the same time and the other ferry will still be operational while the upgrades and repairs are being completed. Don also advised that a brand new ferry was in the works as part of the BP settlement.

**Action #13 Adjourn**

Sam Wilkinson **moved to adjourn the meeting**. Carolyn Miller seconded the motion. The motion carried.

There being no additional business, the meeting was adjourned. The next district meeting will be on Thursday, December 19, 2019.

Paul Guillory, Chairman Carolyn Miller, Secretary-Treasurer