**Creole Nature Trail All-American Road**

**District Board of Commissioners Meeting**

**Thursday, December 17, 2015, 5:30 pm**

**Southwest Louisiana Convention & Visitors Bureau**

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

Sammie Faulk, Vice Chair

Shelley Johnson, Secretary/Treasurer

Annette Richey

Paul Guillory

Jimmy Brown

**Absent:** Monte Hurley, Ben Welch, Jr., Carolyn Thibodeaux, Todd Landry

Also present wereAnne Klenke, Creole Nature Trail/Adventure Tourism Director and Cindy Johnson, Special Projects Manager with the Southwest Louisiana Convention & Visitors Bureau and Diane Borden-Billiot, outreach coordinator for the Sabine National Wildlife Refuge Complex.

**Action #1 Call to Order**

Vice Chairman, Sammie Faulk, called the meeting to order.

**Action #2 –** **Introductions and Welcome Guests**

Mr. Faulk welcomed everyone to the meeting.

**Action #3 Discuss and Approve Minutes from the September 16, 2015 Meeting**

Annette Richey **moved to approve the minutes from the September 16, 2015 meeting.** Jimmy Brown seconded the motion. The motion carried.

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

**Action #4 Approval of the Agenda for the December 17, 2015 Meeting & Public Comments**

Shelley Johnson **moved to approve the agenda for December 17, 2015.** Paul Guillory seconded the motion. The motion carried.

**Action #5 Discuss and Approve September, October & November Financial Statements.**

Shelley Johnson **moved to approve the September, October & November financial reports as presented.** Jimmy Brown seconded the motion. The motion carried.

Mr. Faulk asked Ms. Johnson to review the financial statements. Shelley discussed the balance sheets and noted that the combined totals of Liabilities and Net Assets for the months of September were $292,620.11; October $292,717.16 and November $292,814.43. Under Operating Fund Revenues and Expenses for the month of November we should be at 90.9% of the budget. Shelley noted that we received $97.27 in revenue and expended no monies in the month of November which brings it to 79.10% of the budget year to date.

**Action #6 Discuss and Approve Final Year End Amendments to the 2015 Budget**

Annette Richey **moved to approve the Final Year End Amendments to the 2015 Budget as presented**. Paul Guillory seconded the motion. The motion carried.

Shelley Johnson reviewed the final year end amendments to the 2015 budget.

**Action #7 Discuss and Approve 2016 Budget**

Annette Richey **moved to approve the 2016 Proposed Budget as presented.** Jimmy Brown seconded the motion. The motion carried.

Shelley Johnson reviewed the proposed 2016 budget.

**Action #8 Discuss Audit Process as Revenue for 2015 was below $50,000**

Annette Richey **moved to approve the Audit Process and allow secretary/treasurer, Shelley Johnson to sign the appropriate documents.** Paul Guillory seconded the motion. The motion carried.

Shelley Johnson advised the district that because the revenue was less than $75,000, the formal audit process is not necessary. We will be required to submit a letter to the Legislative Auditor certifying the financial statements. Jason Guillory with McElroy, Quirk & Burch will review the letter for completeness but will not be conducting an audit. This letter along with sworn financial statements will be due to the Legislative Auditor by March 31, 2015. Shelley requested the district give her the authority as the secretary/treasurer to sign the letter upon completion.

**Action #9 Mandatory Ethics Training (LA RS 42:1107A)**

Shelley 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. For those members who have not yet completed their training for the year 2015, the training is available online at [www.http://ethics.la.gov/EthicsTraining/login.aspx](http://www.http://ethics.la.gov/EthicsTraining/login.aspx). If you need assistance with online training please contact Cindy. Please send her a copy of your certificate of completion for our files.

**Action #10 Marketing and Media Report**

Anne Klenke advised that on pages 17-20 there were 14 travel media inquiries; 13 FAM tours/trade shows worked; 16 media contacts were made by staff; 4 press releases sent; 3 media interviews and 2 film inquiries. At the bottom of page 20 is a free ink report for the quarter from travel writers we have hosted. Pages 21-22 contain the advertising and we had 91 brochure requests this quarter from TourLouisiana.com in addition to downloads of our online brochure. As you can see on pages 22-24 social media is continuing to grow and doing extremely well for us. The CNT App is being downloaded far more times than the GPS Rangers are being rented. Pages 30-31 contains a copy of the letter that we sent to the Waterworks District on behalf of Cameron Prairie National Wildlife Refuge.

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

Ms. Johnson advised that pages 26-29 contains the visitors count for Calcasieu and Cameron Parishes. The November total visitors at the Southwest Louisiana Convention & Visitors Bureau was 2,569. Creole Nature Trail Adventure Point had a monthly total of 1,054. Sabine National Wildlife Refuge Recreation Area had a monthly total of 17,020. Cameron Prairie National Wildlife Refuge Visitor Center had a monthly total of 148 and the Wildlife Drive had a monthly total of 3,368. Lacassine National Wildlife Refuge had a monthly total of 1,018. Brimstone Museum/Henning House had a monthly total of 275. The I-10 Eastbound State Information Center closed July 5, 2015 for reconstruction. The DeQuincy Railroad Museum had a monthly total of 634.

**Action #12 Cameron Parish Update**

Diane Borden-Billiot advised that by mid-October the staff had worked together to get the view shed opened on the Wetland Walkway. They had their quarterly meeting yesterday and as soon as it dries up a little bit they can get back in there and do some more work. Their goal is to have the area ready when Society of American Travel Writers comes in February. In the spring they will be able to spray the Roseau Cane. The Dept. of Transportation & Development assisted with clearing ditches, canals and improving drainage. Cameron Parish Public Works also assisted in helping to clear debris. Shelley asked if the refuges were participating in the RESTORE funds. Diane advised she did not think they were eligible for the funding. She understands there may be some funds for the refuge in a Louisiana Master Plan but she is not sure. Anne said she would look into it and report back at the next meeting. Jimmy Brown advised that the Port board is looking into dredging the ship channel again as the silt is causing passage and flow problems. Diane advised that due to the problems they have been having with the water they are going to be installing port-o-lets at the refuge headquarter building.

**Action #13 Adjourn**

Paul Guillory **moved to adjourn the meeting**. Shelley Johnson seconded the motion. The motion carried.

There being no additional business, the meeting was adjourned.

Sammie Faulk, Vice Chairman Shelley Johnson, Secretary Treasurer