**Creole Nature Trail All-American Road**

**District Board of Commissioners Meeting**

**Thursday, May 10, 2018, 5:30 pm**

**Southwest Louisiana Convention & Visitors Bureau**

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

Sammie Faulk, Chairman

Paul Guillory, Vice Chair

Shelley Johnson, Secretary/Treasurer

Annette Richey

Monte Hurley

Carolyn Miller

Jimmy Brown

Don Duberville

Wendy Harrington

**Absent:** None

Also present were Anne Klenke, 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**

Chairman, Sammie Faulk, called the meeting to order.

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

Mr. Faulk welcomed everyone to the meeting.

**Action #3 Welcome and Seat New Board Member Wendy Harrington, Cameron Parish Representative**

Sammie Faulk introduced Ms. Harrington and she was officially seated and welcomed.

**Action #4 Discuss and Approve Minutes from the March 1, 2018 Meeting**

Monte Hurley **moved to approve the minutes from the March 1, 2018 meeting.** Carolyn Miller 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 #5 Approval of the Agenda for the May 10, 2018 Meeting & Public Comments**

Shelley Johnson **moved to approve the agenda for the May 10, 2018 meeting.** Monte Hurley seconded the motion. The motion carried.

**Action #6 Discuss and Approve the February and March Financial Statements**

Shelley Johnson **moved to approve the February and March Financial Statements as presented.** Monte Hurley **s**econded the motion. The motion carried.

Mr. Faulk asked Ms. Johnson to review the February and March financial statements. Shelley discussed the balance sheets and noted that the combined totals of Liabilities and Net Assets for the month of February was $297,672.13 and March was $296,892.76. Under Operating Fund Revenues and Expenses for the month of March we should be at 25% of the budget. Shelley noted that we received $364.09 in revenue and expended $0.00 in the month of March which brings it to 1.29% of the budget year to date.

**Action #7 Update on Status of Federal Land Access Program Grant for Pintail Wildlife Drive**

Ms. Johnson asked Ms. Klenke for an update on the Federal Land Access Program Grant for Pintail Wildlife Drive. Anne recapped the project for the district and advised we applied for all weather accessibility for Pintail Wildlife Drive, specifically that first turn that always goes under water causing the drive to be closed to visitors. The project will have drainage pipe and aggregate placed to build up the low spot and help the area drain. We are currently working to get the logistics and paperwork in place so that we can start the project October 1 and hope to have the project completed this year.

**Action #8 Individual Training Timeframe for Mandatory Ethics Training for 2018 (LA RS 42:1107A)**

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. She advised that there are three upcoming training video-proctored sessions being hosted by the Calcasieu Parish Police Jury listed in June and July listed on page 12. She requested that the district members advise her if they would be able to attend one of the sessions and she would make sure they are registered. The training is also available online at [www.http://ethics.la.gov/EthicsTraining/login.aspx](http://www.http://ethics.la.gov/EthicsTraining/login.aspx). Shelley advised the board if they needed assistance with online training they could contact Cindy Johnson. Cindy also requested that members send her a copy of their certificate of completion for our files.

**Action #9 Tier 2.1 Financial Disclosure Which is due May 15, 2018**

Cindy Johnson advised that the Tier 2.1 Financial Disclosure must be submitted to the Board of Ethics by May 15, 2018. Shelley advised that failure to complete this disclosure will result in substantial fines. Cindy advised all district members had submitted their disclosures prior to the deadline.

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

Anne Klenke advised that on pages 13-14 there were 2 travel media inquiries; 2 FAM tours and trade shows worked; 31 media contacts were made by the staff; 1 press release was sent and 2 media interviews were conducted; at the top of page 15 there were 97 brochure requests this quarter from TourLouisiana.com in addition to 137 downloads of our online brochure. As you can see on the bottom of page 15 social media is continuing to grow and doing extremely well for us. Shelley asked everyone to please let us know about any upcoming events so we can promote them on social media.

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

Ms. Johnson advised that pages 16-19 contains the visitors count for Calcasieu and Cameron Parishes. The March total visitors at the Southwest Louisiana Convention & Visitors Bureau was 3,426. Creole Nature Trail Adventure Point had a monthly total of 1,243. Sabine National Wildlife Refuge Recreation Area had a monthly total of 16,693. Cameron Prairie National Wildlife Refuge Visitor Center had a monthly total of 227 and the Wildlife Drive had a monthly total of 7,959. Lacassine National Wildlife Refuge had a monthly total of 6,797. Brimstone Museum/Henning House had a monthly total of 240. The DeQuincy Railroad Museum had a monthly total of 569 and the I-10 Eastbound State Information Center has been closed since July 5, 2015 for reconstruction and is not anticipated to open until late fall of 2018.

**Action #12 Cameron Parish Update**

Wendy and Carolyn reported that while they were in Washington there was discussion about implementing a restaurant and water taxi in Cameron. Carolyn reported that the lighthouse run was well attended with 93 participants. Wendy advised that the Cameron Parish Tourist Commission sponsored a medal for the triple crown which was for participants who competed in all three runs. Shelley asked about the billboard near the Texas border and Anne advised they had been repaired and that she had verified that with Cheniere.

**Action #13 Adjourn**

Shelley Johnson **moved to adjourn the meeting**. Monte Hurley seconded the motion. The motion carried.

There being no additional business, the meeting was adjourned.

Sammie Faulk, Chairman Shelley Johnson, Secretary Treasurer