**Creole Nature Trail All-American Road**

**District Board of Commissioners Meeting**

**Thursday, June 25, 2020, at 2:00 p.m. at the**

**Southwest Louisiana Convention & Visitors Bureau**

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

Shelley Johnson, chair

Paul Guillory, vice-chair

Carolyn Miller, secretary/treasurer

Jimmy Brown

Don Duberville

Sam Wilkinson

Annette Richey

**Absent:** Wendy Harrington, Paula Chesson

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.

**Action #1 Call to Order**

Chairman, Shelley Johnson, called the meeting to order at 2:00 p.m.

**Action #2 Introductions and Welcome Guests**

Ms. Johnson welcomed everyone to the meeting.

**Action #3 Approval of the Agenda for the June 25, 2020, Meeting & Public Comments**

Annette Richey **moved to approve the agenda for the June 25, 2020 meeting.** Sam Wilkinson seconded the motion. The motion carried.

**Action #4 Discuss and Approve Minutes from the February 20, 2020 Meeting**

Sam Wilkinson **moved to approve the minutes from the February 20, 2020 meeting.** Annette Richey seconded the motion. The motion carried.

Ms. Johnson advised that the minutes of the previous meeting were mailed to the board for their review. She asked if there were any questions or corrections.

**Action #5 Discuss and Approve the February, March, April and May Financial Statements**

Paul Guillory **moved to approve the February, March, April, and May Financial Statements as presented.** Carolyn Miller **s**econded the motion. The motion carried.

Ms. Johnson asked Ms. Savoie to review the February, March, April, and May 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 February was $286,845.42; March was $276,950.36; April was $292,298.18, and May was $291,829.53. Under Operating Fund Revenues and Expenses for May, we should be at 42% of the budget. Heather noted that we received $163.72 in revenue and expended $597.37 in May, which brings us to 48.70% of the budget year to date in revenue and 26.39% in expenditures.

**Action #6 Discuss and Approve Amendments to the 2020 Budget**

Annette Richey **moved to approve the amendments to the 2020 budget, as presented**. Paul Guillory seconded. The motion carried.

Ms. Klenke advised that on page 15 are the proposed amendments to the 2020 budget for the reduction in interest rates and grant funds received from the bureau due to reduced revenue caused by COVID-19.

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

Anne Klenke advised that all the plans were approved as of June 15, and the letter of approval to enter into a reimbursable agreement between US Fish & Wildlife Service and the CNT has been sent to the Federal Wildlife Service regional director for signature. Once that signature is in place, Anne will sign on behalf of the CNT, and the US Fish & Wildlife Service will request payment of the $55,000 left in the grant match from the CNT, and the US Fish & Wildlife Service will complete the project construction. Shelley asked when we expect the project will be complete, and Anne advised hopefully this year, but with all of the furloughs, she is not sure of a final date.

**Action #8 Update on National Scenic Byway Foundation**

Anne Klenke advised that she continues to serve as Chair of the Communications Committee as well as a board member and on the executive committee and Shelley Johnson is serving on the Congressional Outreach Committee. Anne stated that as of June 18, the House Transportation & Infrastructure Committee reconvened its markup of the INVEST in America Act, and its first order of business was Representative Sean Maloney’s (D-NY) amendment to authorize funding for the National Scenic Byway Program. Under this amendment, the program would be authorized to receive $55 million in the fiscal year 2021 and would rise each year to $76 million in the fiscal year 2025. Several Committee members spoke in support of the amendment, and it received strong bipartisan support and was accepted by unanimous consent. The bill is expected to be taken up by the House in early July.

**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 if any get scheduled this year.

**Action #10 Discuss Lt. Governor’s Travel Summit August 18-20, 2020**

Shelley Johnson advised that on pages 18-21 is the tentative schedule for the Lt. Governor’s Travel Summit in Lake Charles August 18-20, 2020. She stated that we have four registrations budgeted and asked that the district members advise Cindy Johnson if they are interested in attending the summit by July 31. Carolyn Miller confirmed that the Cameron Parish Tourist Commission would take care of her and Wendy Harrington’s registration fees. Anne advised that we wait until closer to the registration cut-off date to see if the Louisiana Travel Association may make any changes due to the current COVID-19 increase.

**Action #11 Marketing and Media Report - SWLACVB**

Anne Klenke advised that on pages 22-29 is the report showing that there were 4 travel media inquiries; 28 travel media contacts made by staff, 1 tradeshow attended, and we hosted 12 tour operators. The total media exposure was 4.06K in 2019 and 2.2K year to date January-June 18. As you can see on page 27, social media is continuing to grow and doing very well for us. She advised that the Birding Between Borders Media FAM was canceled due to the COVID-19 stay at home order. Other cancellations due to COVID-19 were the Galveston Feather Fest, Birdiest Festival, Cape May (New Jersey) Birding Festival, and The Biggest Week in American Birding. She found out today that the Yellow Rails to Rice Festival also canceled. The Heartland Byway Conference canceled in April, and we are hoping that the NSBF will announce new scenic byways and All-American Roads at the conference once rescheduled, hopefully in the fall of this year.

**Action #12 Calcasieu/Cameron Visitor Count Report**

Anne Klenke advised that pages 30-33 contains the visitor count for Calcasieu and Cameron Parishes. With the COVID-19 stay at home order, closures, and furloughs, the Southwest Louisiana Convention & Visitors Bureau was not able to receive visitor counts from our usual reporting centers. The I-10 Eastbound State Information Center just reopened June 5 and has had a total of 1,742. The CVB was closed from March 13 through May 8 to the public, and CNTAP stayed closed through May 29.

**Action #13 Cameron Parish Update**

Carolyn Miller advised that Rutherford Beach is planning a 4th of July celebration at the beach with live music. She stated the beach has had heavy traffic and a lot of people gathering. The Cameron Parish Sheriff’s Office has been patrolling the area regularly to minimize the littering, promote social distancing, and stop the vandalism of the port-o-lets and dumpster fires from people dumping their charcoal in them. Jimmy Brown reported that there had been a lot of traffic in Hackberry with people crabbing and fishing from the banks. He advised the industry is growing, and more plants are in the process of construction. The LNG ships are going in and out of the port to Japan. The seafood processing plant is open and will be operated by Tommy’s Seafood, a family-owned company based out of St. Bernard Parish. Carolyn advised that the breakwater rocks for Rutherford are coming in, but she was not sure of a date.

**Action #14 Adjourn**

Paul Guillory **moved to adjourn the meeting**. Sam Wilkinson seconded the motion. The motion carried.

There being no additional business, the meeting adjourned at 2:45 p.m. The next district meeting will be on Thursday, August 27, 2020, at 2:00 p.m.

Shelley Johnson, Chairman Carolyn Miller, Secretary-Treasurer