

Minutes
Cajun Coast Tourism
March 20, 2024

The Cajun Coast Tourism held a business meeting on Wednesday, March 20, 2024, at 4 pm at the Cajun Coast Office. Members present were Kim Walden, Ed “Tiger” Verdin, Sandra Marshall, Dwight Smith, and Alfredia Edwards. Members absent were Herman Hartman, Patsy Powell, Keith Leonard, and Chad Boutte. Also, present were Suzanne Trahan, John Trahan, Carrie Stansbury, and Christal Carter.

Ms. Trahan addressed the board about some needs/wants for Franklin Beautification group.

Ms. Marshall made a motion to accept the February minutes as written. Mr. Verdin seconded the motion. With all members favoring, the motion passed.

Mr. Verdin made a motion to accept the February financials. Ms. Edwards seconded the motion. With all members favoring, the motion passed.

Ms. Stansbury gave an overview of the bureau’s activities.

Mr. Verdin made a motion to hire Tourism Tactics by Tico for \$5,000 to train the sales/marketing staff. Ms. Marshall seconded the motion. With all members favoring, the motion passed.

The Tourist Commission’s next board meeting is scheduled for April 17, 2024, at 4:00 pm at the Cajun Coast Office.

There being no further business to discuss, Ms. Marshall made a motion to adjourn. Mr. Verdin seconded the motion. With all members favoring, the meeting was adjourned.

Herman Hartman, Secretary