Atchafalaya Trace Commission/Atchafalaya National Heritage Area

Minutes: July 11, 2018 Regular Meeting

A regular meeting of the Atchafalaya Trace Commission (Commission), managing entity of the Atchafalaya National Heritage Area (ANHA), was held Wednesday, July 11, 2018 at 10 a.m. at the Capitol Park Conference Center in Baton Rouge.

Commissioners present:
- Ascension: Charles Caillouet
- Avoyelles: Wilbert Carmouche, Secretary
- E. Baton Rouge: Michael Proctor
- Iberia: Chris Burton
- St. Landry: Caitlin Bussey
- St. Martin: Carol Patin
- W. Baton Rouge: Angélique Bergeron

Commissioners absent:
- Assumption: Phillip Daigle, Sr.
- Concordia: OPEN
- Iberville: Clifford LeGrange
- Lafayette: Jennifer Ritter-Guidry, Vice-Chair
- Pointe Coupée: J. A. Rummler
- St. Mary: Carrie Stansbury, Chair
- Terrebonne: Mart Black, Treasurer

Others present:
- Steven Fullen, Executive Director; Gerard Overschultz, Laissez Faire, Inc.

As Commission Chair Carrie Stansbury and Vice-Chair Jennifer Ritter-Guidry both were not in attendance, the meeting was called to order at 10:20 a.m. with a simple majority rule, followed by the pledge of allegiance.

AGENDA APPROVAL
Wilbert Carmouche motioned to accept the agenda. Angélique Bergeron seconded the motion and the agenda was unanimously accepted.

APPROVAL OF MAY 2, 2018 MEETING MINUTES
No motion was made to approve. Steven Fullen advised the Commission that the May 2, 2018 minutes would be emailed to the Commissioners again with a request for email approval.

ADMINISTRATIVE & BUDGET
The next 2018 Commission meeting is July 11, 2018.

1. Steven presented the Director’s Report, advising the Commission of the following:
   a) Educational Speaker Series contracts for NUNU’s Semaine de la Francophonie Creative Placemaking Summit, and the Outdoor Adventure Kids program by LASOAR (Louisiana Association of Sports, Outdoor Adventure, and Recreation), are stalled in the final phase of the approval process. The substantial delay in final approval has been caused by recently-implemented changes to CRT/OBM regulations. Additionally, we await updated payment forms for the NUNU contract, while the LASOAR contract will be out until September.

ADVOCACY
1. Steven and Justin have corresponded with members of Senator Bill Cassidy’s staff and provided information on the subject of heritage legislation and its effect on our area.
2. Impact statements were submitted to the Dept. of the Interior. The statements included an example of waste caused by delays in Congressional budget approval, which have resulted in late delivery of ANHA funding. The delays resulted an estimated extra $200,000 in overhead, in-kind, indirect and direct-impact issues for the Water Heritage Trail project.

OUTREACH & EDUCATION
1. Steven reported that his May trip to the Gator by the Bay Festival in San Diego was a resounding success. Thousands of ANHA brochures and other promotional materials were handed out to Festival attendees. The two artisans who attended the Festival on behalf of the ANHA (Melissa Bonin and Henry Watson) also received regional media coverage during the event, including a live morning broadcast by a local television station.
2. Following the completion of the SCA cleanup project at Spring Bayou, Steven is nearing the completion of the Program Report.
3. Steven attended meetings with the LPA, Friends of the Atchafalaya, and Bike Baton Rouge.
4. Steven was invited to take part in the State Museum’s summer lecture series at the Capitol Park museum, where he made a June 21st presentation on the topic of the ANHA as a unique model in heritage development and ecotourism.
5. Steven met with Chris Burton and representatives of Iberia Parish government and discussed several topics including possible kiosk locations for Phase II of the Water Heritage Trail program.
6. SOCIAL MEDIA:
   a) The ANHA Facebook page currently has 3154 likes (+125 from May), and the page maintains its rank of 14th in likes out of 42 NHAs. This increase is purely organic (no ads used).
      i. Popular Recent Posts: 100-year-old Creole fiddler Willie Durriseau (all-time highest reach of 11.3K with 104 likes and 63 shares); LSU’s Cajun French program (reach of 4K with 60 likes and 23 shares)
   b) The ANHA Instagram account (“atchafalaya_nha”) currently has 992 followers (+32 from May).
      i. Popular Recent Posts: “Atchafalaya Autumn” photo (144 likes)
   c) The ANHA Twitter account (“AtchafalayaNHA”) currently has 487 followers (+12 from May).

COMMITTEE REPORTS
A. Natural & Outdoor Resources –
   a. Charles Caillouet presented the Atchafalaya Basin Update.
B. Education –
   a. On behalf of the Committee, Steven presented the report.
   b. Steven advised that he will be emailing new Speaker Series Applications to Commissioners for future use.
C. History & Culture –
   a. On behalf of the Committee, Steven presented the report.
D. Sustainability –
   a. On behalf of the Committee, Steven presented the report.
   b. Justin was sent to Baltimore to attend a two-day sustainability training workshop presented by the National Park Service and the Institute for Conservation Leadership.

OTHER BUSINESS
1. A circa-1927 cypress flood-rescue boat was found in Concordia Parish. The boat was partially unearthed and recorded by State Archaeologist Chip McGimsey.

2. Updated ANHA maps (which reflect the removal of the Vidalia Welcome Center which is now closed; the Capitol Park Welcome Center which no longer serves as a welcome center; and the addition of the logo and web address of the Water Heritage Trail) has been completed. The maps have been distributed to the Welcome Centers located within the ANHA.

3. The reprinting of a fresh batch of the ANHA postcards has also been completed.

COMMISSIONER ANNOUNCEMENTS
Commissioners announced upcoming events and projects in their parishes.

ADJOURNMENT
There being no further announcements or business, Charles Caillouet made a motion to adjourn the meeting. Caitlin Bussey seconded the motion and, passing unanimously, the meeting was adjourned.