Meeting Notes – May 28, 2024

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The LaFayette Rotary Club met on Tuesday, May 28, 2024, for its weekly meeting. Rotarians Ronny and Carol Berry were responsible for the program and invited as their guest Latoya Gipson, entrepreneur, and owner of CLS Cakes. She was accompanied by her mom, Debra Hoyett.

Latoya not only designs custom cakes, but also cupcakes and other edible desserts, such as strawberries and other treats. CLS Cakes is located in Auburn, AL, but Latoya serves clients in Montgomery, Prattville, Columbus, and Atlanta as well as areas surrounding Auburn (Lee, Russell, and Macon County). She will deliver the custom cakes and treats.

Latoya started her business in 2014. Latoya was a nurse and was making cakes for children as a part-time hobby. She took a $75.00 class at Hobby Lobby and turned her hobby into a full-time career. Her cake studio is located under her residence in Auburn, but her orders are taken on-line. Her presence on social media, i.e., Facebook, Instagram and especially Tik Tok, has helped grow her business.

Latoya shared a bit about the three to four day process of making a custom cake, as well as some funny stories about repair jobs that she's had to do. She also shared her personal favorite flavors. Best of all she brought cupcakes for each of the Rotary members to enjoy! She also had a drawing for a free custom-made one- or two-tier cake. The lucky winner was Maci Gregory! Latoya's next goal is to offer classes on cake baking and/or decorating.

Diane Sherriff