

Vermilion Parish Tourist Commission

Minutes of March 15, 2017

Members Present: Betty Girouard, Judy LeBlanc, Shannon Neveaux, Sandra Reaux, Odile Segrest, Marlene Theriot
Members Absent: Terry Lancon, Kathie Terpening, Ferric Montgomery
Others Present: Alison Miller, Charlene Beckett

The meeting was called to order and all in attendance recited the Pledge of Allegiance. Marlene Theriot welcomed all in attendance at the meeting.

Charlene Beckett provided posters on Sounds on the Square and Cross Currents, two upcoming events in Abbeville, as well as, The Great American Clean-up and the Cleanest City Contest in April. She invited the Commission to attend the events.

A motion was made by Shannon Neveaux, seconded by Sandra Reaux, and unanimously carried to approve the minutes of Wednesday, January 18, 2017 as written.

A motion was made by Odile Segrest, seconded by Betty Girouard, and unanimously carried to approve the Treasurer's Report and payment of bills as presented. Shannon Neveaux asked if Palmetto Island State Park pay quarterly or monthly. Alison miller informed the Commission that campgrounds and bed & breakfast inns submit their sales taxes on a quarterly basis but will check on this.

Alison Miller the Commission that the Cajun Corridor Scenic By-way checking account is being charged a \$10 service fee each month but only gaining \$0.25 in interest. The Commission can change the type of account to a non-interest bearing account and not be charged a \$10 service fee. A motion was made by Odile Segrest, seconded by Shannon Neveaux, and unanimously carried to change the Cajun Corridor Scenic Byway checking account to a non-interest bearing account. The account will still require two signatures.

A motion was made by Odile Segrest, seconded by Sandra Reaux, and unanimously carried to allow Alison Miller to attend the Louisiana Travel Promotion Association's "Lunch & Learn: Marketing on a Shoestring Budget" on March 21 in Lafayette for \$25.

A brief discussion was held regarding safe places along our parish roads for people to pull-off to take scenic photos, look at birds and nature, crawfish ponds, etc. A discussion regarding who would be responsible for liability, insurance, costs, etc. was had. The Commission asked Alison Miller to do an article for the local newspapers and post on Facebook to see if any property owner was interested.

Alison Miller brought to the Commission information on the Louisiana Office of Tourism's Cooperative Marketing Grant Program which is for 2018 advertising and is a 50/50 match. A motion was made by Betty Girouard, seconded by Sandra Reaux, and unanimously carried to allow Alison Miller to prepare a grant application for advertising up to \$10,000 total with \$5,000 being the Tourist Commission's match. Before the application is sent in, Alison Miller will send the lists of advertising to the Commission for approval.

Alison Miller reminded the Commission that the 2016 Financial Disclosure Forms will be due to the Tourist Commission by April 30. All the forms will be mailed together by Certified Mail before the May 15 deadline.

Alison Miller asked the Commission for direction regarding doing design work for parish festivals and events during Tourist Commission time. When Alison worked 40 hours per week, she was able to do posters and ads for parish festivals as something the Tourist Commission offered free of charge. Now that her hours have been reduced, Alison Miller is not able to provide this service and handle the Tourist Commission work load. A motion was made by Odile Segrest, seconded by Shannon Neveaux, and unanimously carried that due to budget cuts, the Tourist Commission can no longer offer this service; however Alison Miller can offer design service to these parish events through her design business and charge them a fee.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, May 24, 2017 at 4:00 pm at Vermilion Parish Tourist Commission.

There being no further business, a motion was made by Betty Girouard, seconded by Sandra Reaux, and unanimously carried to adjourn.

Minutes taken and respectively submitted by:



Alison Miller, VPTC Secretary