

Vermilion Parish Tourist Commission

Minutes of September 21, 2016

Alison Miller performed a roll call:

Present: Kathie Terpening, Sandra Reaux, Betty Girouard, Marlene Theriot, Odile Segrest, Judy LeBlanc, Ferric Montgomery

Absent: Shannon Neveux, Terry Lancon

Others Present: Alison Miller

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

The Commissioners reviewed the agenda. There were no changes or additions.

There were no guests in attendance at the meeting.

A motion was made by Kathie Terpening, seconded by Sandra Reaux, and unanimously carried to approve the minutes of July 20, 2016 as written.

Alison Miller presented the Treasurer's Report and informed the Commission that the final grant reimbursement from BP was received. Currently, the sales tax revenue is 37% below 2015 numbers; however August should be a better month for revenue due to the flooded residents and FEMA workers staying in the hotels. A motion was made by Sandra Reaux, seconded by Marlene Theriot, and unanimously carried to approve the Treasurer's Report and payment of bills as presented.

Alison Miller provided the Commission with the information to place a photo listing alongside our Tourist Commission information in the 2017 Louisiana Tour Guide. The cost is \$400 as opposed to a ¼ page ad that would cost \$3,220. The Tourist Commission had used BP grant funds to pay for the previous years' ads, but no longer have a grant. A motion was made by Marlene Theriot, seconded by Sandra Reaux, and unanimously carried to take out a \$400 photo listing in the Guide.

Alison Miller informed the Commission about an advertising opportunity in Food Traveler magazine. The ad cost of \$1,500 for a ¼ page is much more than the Commission can afford. A motion was made by Kathie Terpening, seconded by Ferric Montgomery, and unanimously carried to not advertise in Food Traveler magazine due to the lack of advertising funds.

Alison Miller informed the Commission that the printer/copier/scanner/fax machine and television/VCR was no longer working after the recent floods. The Tourist Commission has contents insurance, but the deductible is \$1,000 and the total replacement costs is under \$430. A new \$30 power supply may fix the printer; however, the television is many years old and can not be fixed. It is not immediately needed. The Commission suggested calling Piazza's Office Supply about the printer and also speaking to the City's Electrical Department regarding the electricity to the building. A motion was made by Odile Segrest, seconded by Marlene Theriot, and unanimously carried to seek the most cost-effective remedy for fixing the equipment.

Alison Miller informed the Commission that it is time to prepare the 2017 Budget and will need volunteers for the Budget Committee. Betty Girouard, Sandra Reaux, Odile Segrest and Shannon Neveux volunteered. Alison Miller also informed the Commission that the Tourist Commission will most likely not receive any funds from the municipalities or the Police Jury given the fact that most of their revenue is down and the recent floods have put a strain on their finances. The Commission has been very diligent in cutting costs and limited spending while still operating and promoting the Parish, but will most likely fall short of making the projected amount of \$65,500. The Commission asked Alison Miller to go over the 2016 Budget to see if there are any areas that can be further trimmed to help get the budget in-line with what was adopted.

Odile Segrest spoke about the directional signage on Hwy. 90 near New Iberia. Even though DOTD said the sign was the correct distance, people are still missing the exit. Ms. Segrest spoke to Rep. Boustany's office and they agreed the signage is too close to the exit. The Commission asked Alison Miller write a letter to DOTD requesting an additional sign be placed before New Iberia city limits giving a "heads up" to drivers about the upcoming exit.

Odile Segrest inquired about another Grand Reveil Acadien being held in Acadiana and the possibility of this and the Omelette bringing visitors to Vermilion Parish and staying in our accommodations. One was held last fall, therefore another one will not be held for a couple of years. Kathie Terpening stated that the Omelette guests are usually hosted by local Omelette families. Alison Miller stated that she has researched all of the parish accommodations that are listed on Airbnb.com. She submitted the list to the Sales Tax Department. Kathryn Vincent will send the owner a letter explaining that they need to be collecting and remitting the sales tax plus the 2% occupancy tax.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, November 16, 2016 at 4:00 pm at Vermilion Parish Tourist Commission.

There being no further business, a motion was made by Kathie Terpening, seconded by Marlene Theriot, and unanimously carried to adjourn.

Minutes taken and respectively submitted by: Alison Miller with approval by Kathie Terpening, VPTC Secretary