

Vermilion Parish Tourist Commission

Minutes of January 20, 2021

Members Present: Tammy Gordon, Eric Adcock, Karen Broussard, Odile Segrest, Bill Comeaux, Angela LeBlanc, Victoria Bourque

Members Absent: Sandra Reaux, Shalana Francis (work)

Others Present: Alison Miller, Charlene Beckett with Abbeville Main Street, Allie Horton

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

Alison Miller introduced Victoria Bourque, the new Commissioner representing southern Vermilion Parish.

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

Alison Miller introduced Allie Horton, the new City of Abbeville Digital Media Specialist who will be housed inside the Cultural Center and help with tourism in the afternoons.

Charlene Beckett informed the Commission that the Spring Sounds on the Square Concerts will not happen, but the City has approved the Daylily Festival for June 5, 2021. Tammy Gordon said the Delcambre Shrimp Festival should make their decision soon on if they will hold the festival. Eric Adcock stated that Downtown Alive! will be virtual this Spring and he and Michael Juan Nunez will be one of the acts performing. A brief discussion was held on how festivals and events are moving forward with COVID protocols in place and how are they planning for 2021.

A motion was made by Eric Adcock, seconded by Bill Comeaux, and unanimously carried to approve the minutes of Wednesday, November 18, 2020 as written.

Alison Miller provided the Commission with the financial information. A motion was made by Tammy Gordon, seconded by Angela LeBlanc, and unanimously carried to approve the Treasurer's Report and payment of bills as presented.

The floor was open for the election of 2021 Officers. Odile Segrest nominated Tammy Gordon as Chairman. There were no further nominations. A motion was made by Odile Segrest, seconded by Karen Broussard, and unanimously carried to nominate Tammy Gordon as Chairman. Mrs. Gordon accepted the position. Odile Segrest nominated Eric Adcock as Vice-Chairman. There were no further nominations. A motion was made by Odile Segrest, seconded by Bill Comeaux, and unanimously carried to nominate Eric Adcock as Vice-Chairman. Mr. Adcock accepted the position. Since Alison Miller takes and types the minutes, a motion was made by Tammy Gordon, seconded by Eric Adcock, and unanimously carried to appointed Alison Miller as Secretary. Karen Broussard will serve as Past President on the Executive Committee. As the newly elected Chairman, Tammy Gordon took over conducting the meeting.

The following motion was ratified during the meeting: A motion was made by Erik Adcock, seconded by Shalana Francis, and unanimously carried to have Alison Miller prepare, submit and sign all necessary paperwork to fulfill the requirements of the LOT Sunshine Grant Phase II for advertising up to \$12,000 on behalf of the Vermilion Parish Tourist Commission.

A motion was made by Karen Broussard, seconded by Eric Adcock, and unanimously carried to allow Alison Miller to purchase a new laptop for her office use at a cap of \$1,200.00. The older laptop will be reformatted for the part-time workers to use for tourism business.

Alison Miller provided the Commission with an update on the recent COVID relief package that allows for CVBs to apply for the Paycheck Protection Program (PPP). A motion was made by Bill Comeaux, seconded by Angela LeBlanc, and unanimously carried to allow Alison Miller to apply for the PPP and authorizes Mrs. Miller to sign all necessary documents.

Alison Miller provided information she has received on the Tourism Recovery and Improvement District (TRID) that has been discussed with the state tourism bureaus. TRID is an additional funding source for tourism bureaus by assessing a fee on tourism businesses in the district. After a discussion on the proposed legislation that would allow the Commission, if they chose, to assess a fee, the Commission requested additional information. Alison Miller will obtain the answers to the Commission's questions and provide an update.

The Louisiana Travel Association is offering training for workers who have interaction with tourists. A motion was made by Odile Segrest, seconded by Karen Broussard, and unanimously carried to allow Allie Horton and Amy Winch to attend the Certified Travel Specialist Training.

Eric Adcock provided the Commission with information on a Historic Walking tour app that would be an added tourism benefit. He has been having conversations with Stqry that builds the tours. There is a nominal start-up fee and a yearly fee. Several Commissioners had questions about what would be included on the app and if it could branch out to the whole parish. Mr. Adcock and Mrs. Miller will meet to discuss the project further and obtain answers to the questions the Commissioners had. Information will be provided at a future meeting.

Tammy Gordon updated the Commission on the Delcambre Seafood and Farmers Market. The Market will add an additional date in February in 2021.

Angela LeBlanc updated the Commission on a couple of events that will be taking place in Gueydan on January 30. Le Krewe du le Originales et Les Enfants will be holding their annual traditional run and parade. Also on that date will be the Gueydan Winter Festival.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, March 17, 2021 at 3:30 pm at Vermilion Parish Tourist Commission.

There being no further business, a motion was made by Odile Segrest, seconded by Karen Broussard, and unanimously carried to adjourn.

Minutes taken and respectively submitted by:

A handwritten signature in cursive script that reads "Alison Miller".

Alison Miller, VPTC Secretary