

Vermilion Parish Tourist Commission

Minutes of July 21, 2021

Members Present: Sandra Reaux, Eric Adcock, Odile Segrest, Angela LeBlanc, Victoria Bourque, Karen Broussard
Members Absent: Tammy Gordon (doctor), Bill Comeaux (doctor), Shalana Francis
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 additions or changes.

There were no guest in attendance at the meeting.

A motion was made by Karen Broussard, seconded by Eric Adcock, and unanimously carried to approve the minutes of Wednesday, May 19, 2021 as written.

Alison Miller provided the Commission with the financial information and provided information on the Louisiana Office of Tourism grant reimbursements that should be sent within the next couple of weeks. A motion was made by Sandra Reaux, seconded by Eric Adcock, and unanimously carried to approve the Treasurer's Report and payment of bills as presented.

Alison Miller provided the Commission with an update on tourism activities and webinars that she has attended on behalf of the Commission. She also informed the Commission that VPTC has been awarded a 2021-2022 Cooperative Marketing Grant for \$20,000. Mrs. Miller showed the Commission the new exhibit signs that will be displayed in the Cultural Center. Alison Miller also provided the Commission with information on the Birding Trail nominations process for the Louisiana Birding Trail and some possible federal and state grants that may be available in the near future.

Alison Miller provided the Commission with information on the CD held at IberiaBank that has matured. The best interest rate at IberiaBank is .05%. At Bank of Abbeville, the Commission could receive rates between .95% and 1.15%. A motion was made by Sandra Reaux, seconded by Odile Segrest, and unanimously carried to close CD #42001144814 at IberiaBank and move the funds to Bank of Abbeville to obtain a better percentage rate on the funds. Authorized signatures on the CD will be as follows: Alison Miller, Eric Adcock, Odile Segrest and Sandra Reaux.

Alison Miller provided the Commission with two advertising options that the Louisiana Office of Tourism will cover 50 percent of the costs. The ads are both through TravelHost magazine which goes to all area tourism bureaus and accommodations. After a brief discussion on which publication to choose – Acadiana or New Orleans – the Commission felt the Acadiana publication with the added social media would be the best option. A motion was made by Eric Adcock, seconded by Karen Broussard, and unanimously carried to advertise in TravelHost South Louisiana (Acadiana).

Alison Miller provided the Commission with information on the Regional VII Police Jury Meeting that will be held in Abbeville on Thursday, September 9. The Police Jury requested the Tourist Commission be open during the Social Hour and that Alison Miller serve on the Planning Committee. Mrs. Miller asked the Commission members to contact the festivals and/or towns they represent to provide a gift basket to use as decorations and door prizes.

Eric Adcock informed the Commission that the Vermilion Historical Society has been contacted by an LSU archivist who has been researching the Morgan Effigy that is housed at the Abbeville Cultural Center/Vermilion Parish Tourist Commission. There are additional artifacts that could possibly become part of the Morgan Effigy display. Mr. Adcock will keep the Commission informed as new information is received.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, September 16, 2021 at 3:30 pm at Vermilion Parish Tourist Commission.

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

Minutes taken and respectively submitted by:



Alison Miller, VPTC Secretary