

Vermilion Parish Tourist Commission

Minutes of May 16, 2018

Members Present: Terry Lancon, Ferric Montgomery, Judy LeBlanc, Shannon Neveaux, Sandra Reaux, Odile Segrest, Marlene Theriot, Kathie Terpening

Members Absent: Karen Broussard

Others Present: Alison Miller

The meeting was called to order and all in attendance recited the Pledge of Allegiance. Odile Segrest welcomed all in attendance at the meeting and the Commission reviewed the agenda. There were no additions to the agenda.

There were no guest comments at the meeting

A motion was made by Shannon Neveaux, seconded by Terry Lancon, and unanimously carried to approve the minutes of Wednesday, March 21, 2018 as written.

The Commission reviewed the invoices, bank statements and other financial information presented. A motion was made by Shannon Neveaux, seconded by Terry Lancon, and unanimously carried to approve the Treasurer's Report and payment of bills as presented.

Alison Miller provided the Commission the suggested advertising for the Louisiana Office of Tourism's Cooperative Marketing Grant Program which is for 2018-2019 advertising and is a 66/34% match. The advertising that was chosen has been a good return on our investment in the past, hits a wide range of our target market and is spread out over print and digital. A motion was made by Shannon Neveaux, seconded by Judy LeBlanc, and unanimously carried to allow Alison Miller to submit the grant application with the suggested advertising plan and to authorize Alison Miller to sign all documents regarding the LOT Cooperative Marketing Grant on behalf of the Vermilion Parish Tourist Commission.

A request to move our Welcome Sign was made by the property owner on Hwy. 13 N in Kaplan. At the time of installation, the sign was not in the way, but it is now. He would like to move it to another part of his property. The Tourist Commission paid for the sign and installation many years ago. The Commission recommended Alison Miller check with the sign company to obtain a cost to move the sign and to check with the Vermilion Parish Police Jury to see if they would be able to move it. Alison Miller will gather the information and inform the Commission.

Alison Miller provided updated information on the downtown Abbeville camera that the Rotary Club of Abbeville is wishing to install on top of Abbeville City Hall to show interested people the downtown area, festivals, etc. It would be a one-time donation to the Rotary Club of Abbeville. They would donate the camera to the City and it would become the City's camera and linked to the City's website. Alison Miller will check with the City of Abbeville to see if they would allow us to link the footage to our site as well. There would be a page on the Rotary Club's website that notes the businesses and groups that helped fund the camera. The Commission asked if any other municipality has approached the Commission about a similar project. Alison Miller stated that as of now, no other municipality has asked. A motion was made by Marlene Theriot, seconded by Kathie Terpening, and unanimously carried to approve up to a \$200 donation to the Abbeville Rotary Club for the camera.

Alison Miller informed the Commission of updates on the new Tourist Commission "home," that our visitor numbers from January to April have already surpassed year-end 2017 numbers, and that our website visitation is already nearing the 2017 year-end numbers. Miller provided information on improvements to the outside of the building and some improvements she would like to see for the inside. Miller also provided an update on the work load and help she is receiving from the part-time worker provided by the City of Abbeville. Since more visitors are stopping into the building, the Commission requested Alison Miller speak to Mayor Piazza to have the part-time worker's hours adjusted to every afternoon to keep the hours of operation consistent at 9:00 am to 4:30 pm Monday thru Saturday.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, July 18, 2018 at 4:00 pm at Vermilion Parish Tourist Commission.

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

Minutes taken and respectively submitted by:



Alison Miller, VPTC Secretary