

Vermilion Parish Tourist Commission

Minutes of May 24, 2017

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

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

There were no guest in attendance.

A motion was made by Shannon Neveaux, seconded by Odile Segrest, and unanimously carried to approve the minutes of Wednesday, March 15, 2017 as written.

A motion was made by Shannon Neveaux, seconded by Kathie Terpening, and unanimously carried to approve the Treasurer's Report and payment of bills as presented. Alison Miller informed the Commission that there are some new properties that have submit their sales taxes and will check with the Sales Tax Department for information on these properties to include them on our promotional materials.

Alison Miller provided background information on the Louisiana Tourism Coastal Coalition. LTCC was formed in response to the BP Oil Spill as a marketing group for coastal Louisiana and funded by a \$5 million BP Grant. All of the coastal parishes are members and have put in funds for marketing efforts after the initial BP grant ran out. LTCC is asking a marketing buy-in of \$2,000 from each parish; however, Vermilion Parish does not have any funds available in the 2017 budget. A motion was made by Kathie Terpening, seconded by Shannon Neveaux, and unanimously carried to decline a marketing buy-in but to revisit this issue later in the fall when funds could be available.

A brief discussion was held regarding journalists and the costs associated with hosting them. The Commission asked about having meals and lodging donated by the restaurants and accommodations. We have not had much success with getting rooms or meals comped. The Commission asked Alison Miller to write a letter on behalf of the Commission asking property and restaurant owners if they would be willing to provide food and lodging for journalists on a complimentary basis that are on assignment for a travel publication.

Eight years ago, VPTC had our logo and slogan "the Most Cajun place on Earth" registered and trademarked with the Secretary of State. It is time for renewal which will be good for another eight years. Since all of our marketing is centered around "the Most Cajun place on Earth," a motion was made by Kathie Terpening, seconded by Odile Segrest, and unanimously carried to allow Alison Miller to renew the VPTC logo/trademark for \$225.

A motion was made by Odile Segrest, seconded by Ferric Montgomery, and unanimously carried to allow Alison Miller to purchase an external hard drive to serve as a computer backup for under \$100. The current backup drive is damaged.

Shannon Neveaux provided the Commission with an update on some state park closings due to state budget issues. Palmetto Island State Park is not currently on the list for closure but we will not know for sure until after July 2017.

Kathie Terpening informed the Commission that a group from the Abbeville Conferie' will be traveling to Canada at the end of June. Alison Miller will see if the group would like tourist information to bring with them to share with our Canadian friends.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, July 19, 2017 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