

# Vermilion Parish Tourist Commission

## Minutes of July 19, 2017

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

Members Absent: Kathie Terpening (needed to leave due to a family matter)

Others Present: Alison Miller

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

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, May 24, 2017 as written with the correction on the meeting date.

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 informed the Commission that the BP Grant expenditures were nearing the end and will compile the final report as soon as the last of the invoices are received so the Tourist Commission can receive the final distribution.

Alison Miller provided information and handouts on the "Keep It Local" campaign. After reviewing the information provided, a discussion was held on the campaign's focus, goals and implementation. Although the Commission supports local businesses, the mission of VPTC is to promote local tourism businesses to people outside of the parish and Louisiana to get people to travel to Vermilion Parish. Several members had a few concerns about the implementation and the brief time period of the campaign. A motion was made by Betty Girouard, seconded by Shannon Neveaux, and carried that although the Commission supports the "Keep It Local" idea, VPTC will not become a partner in this campaign. Alison Miller can provide design services through her design and marketing business on her own time, should she chose to do so. Odile Segrest abstained from voting.

Alison Miller provided information on a ruling the Vermilion Parish Library Board received from the Attorney General regarding not having to file Financial Disclosure Forms. Alison Miller sought the advice from the Vermilion Parish Police Jury attorney, Paul Morse III. While Mr. Moresi felt VPTC fell under this ruling as well, he recommended the Commission seek their own Attorney General's Opinion to have on file should an issue arise. A motion was made by Sandra Reaux, seconded by Shannon Neveaux, and unanimously carried to have Alison Miller seek an Attorney General's Opinion on filing Financial Disclosure Forms.

Alison Miller provided an update on 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. Three restaurants and three bed & breakfasts offered to provide complimentary meals/rooms: Soulful Eats, Suire's Restaurant and Grocery, Mickey's Drive-In, St. Charles Cottages, Bayou Rose B&B and Crawfish Haven/Mrs. Rose B&B

When Alison Miller's salary was reduced in 2017, an allowance for mileage was not put into the budget. In 2016, mileage was added into Alison Miller's salary. Since Alison Miller still travels on official Tourist Commission business, a motion was made by Betty Girouard, seconded by Terry Lancon, and unanimously carried to amend the 2017 Budget to add \$700 for travel expenses.

The Commission has been awarded a 2017-2018 Louisiana Office of Tourism Competitive Marketing Program Grant to help with advertising costs. A motion was made by Shannon Neveaux, seconded by Terry Lancon, and unanimously carried to allow Alison Miller to sign the necessary paperwork associated with the grant.

The Commission has been asked to join the rest of the over 280 businesses that have signed the GOMESA Letter of Support for Coastal Restoration and Protection. The Vermilion Parish Police Jury and several Acadiana area Chambers of Commerce and Tourist Commissions have signed the letter. A motion was made by Odile Segrest, seconded by Terry Lancon, and unanimously carried to add Vermilion Parish Tourist Commission's name to the letter of support.

Marlene Theriot inquired with the Commission if anyone had information on the Real ID that Louisiana residents will be required to have by the year 2020. Alison Miller did hear about the requirement and will try to find more information for the Commission.

Shannon Neveaux informed the Commission that the National Iris Society will be holding their convention in New Orleans and have asked the Friends of Palmetto Island State Park for information on the Abbeville Red Iris that grows in the Park.

Odile Segrest informed the Commission that the Abbeville Garden Club will be hosting the District Meeting on October 26, 2017.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, September 20, 2017 at 4:00 pm at Vermilion Parish Tourist Commission.

There being no further business, a motion was made by Terry Lancon, seconded by Ferric Montgomery, and unanimously carried to adjourn.

Minutes taken and respectively submitted by:  
Alison Miller, VPTC Secretary