

# Vermilion Parish Tourist Commission

## Minutes of March 20, 2019

Members Present: Shannon Neveaux, Sandra Reaux, Karen Broussard, Odile Segrest, Eric Adcock, Tammy Gordon  
Members Absent: Terry Lancon (illness), Marlene Theriot, Judy LeBlanc (illness)  
Others Present: Alison Miller, Charlene Beckett, Felicia Williams

The meeting was called to order and all in attendance recited the Pledge of Allegiance. The Commission introduced themselves to the guests and new commissioners.

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

Charlene Beckett (guest) updated the Commission on a couple of upcoming events: Sounds on the Square on Thursday evening with entertainment by The Specklers and Courtesy Automotive will provide sausage poboys, the Sicilian Celebration on Mar. 23 and the City of Abbeville won their division for the Cleanest City contest and will move on to the state level.

Felicia Williams (guest) did not have any comments. Ms. Williams wanted to attend to learn about the Commission.

A motion was made by Odile Segrest, seconded by Eric Adcock, and unanimously carried to approve the minutes of Wednesday, January 16, 2019 as written.

Alison Miller provided the Commission with the financial information. A motion was made by Karen Broussard, 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 the 2018 Progress Report. She also provided the Commission with a list of activities and meetings she has attended, as well as information she has obtained regarding land certification for agri-tourism.

Alison Miller provided the Commission with information on the Louisiana Office of Tourism's Cooperative Marketing Program Grant and a list of advertising that she feels would give the Commission the biggest "bang for their buck." If approved, LOT will cover 67% of the advertising costs with VPTC covering the rest. The application is for \$21,705 worth of advertising with VPTC's share being \$7,162.65. A motion was made by Shannon Neveaux, seconded by Odile Segrest, and unanimously carried to approve the proposed advertising and allow Alison Miller to submit the grant application.

The regular checking account and Cajun Corridor account signature cards need to be updated at the Bank of Abbeville. A motion was made by Tammy Gordon, seconded by Eric Adcock, and unanimously carried to update the signature cards. The following Commissioners were approved to be added: Sandra Reaux, Odile Segrest, Shannon Neveaux and Eric Adcock. Alison Miller will also remain on the cards. Betty Girouard and Kathie Terpening will be removed.

Alison Miller informed the Commission on a bill that will be introduced in the upcoming session that will "clean up" the definition of a hotel from two rooms to one room. This will mostly affect short term rentals and make it possible for tourist commissions and municipalities to collect the taxes on rentals by AirBnB and VRBO.

Alison Miller informed the Commission on the Palmetto Island State Park Map ad opportunity. Our tourist information and brochures are available at Palmetto Island State Park for tourist to pick up for free. After a brief discussion on if this is the best use of our limited advertising funds, it was decided to pass on this publication.

Alison Miller provided the Commission with prices for printing the Cajun Corridor Scenic Byway Tear-off Map. The Commission asked Alison Miller to obtain additional printing bids for the map from two other companies that they have used in the past, along with the lowest bidder, and ask for a price for printing 5,000 as opposed to 10,000 to compare.

Alison Miller informed the Commission on the Louisiana Rural Tourism Conference that she would like to attend. The conference is \$35 to register and will be held in May in Port Allen. Alison Miller will not stay overnight due to a prior after-hours commitment. A motion was made by Eric Adcock, seconded by Shannon Neveaux, and unanimously carried to attend.

Shannon Neveaux provided the Commission with the Friends of Palmetto Island State Park Annual Report and stated that she will be stepping down as President of the Friends group. She will still be involved, but only in a volunteer capacity.

Tammy Gordon informed the Commission on a Delcambre Seafood and Farmers "Flash" Market that will be held in May at Palmetto Island State Park. She asked Alison Miller if she would be able to come to the May 4 market to hand out tourist information. Alison will be able to come to the market in the morning.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, May 15, 2019 at 3:30 pm at Vermilion Parish Tourist Commission.

There being no further business, a motion was made by Eric Adcock, 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