

Vermilion Parish Tourist Commission Minutes of November 20, 2019

Members Present: Marlene Theriot, Odile Segrest, Karen Broussard, Eric Adcock, Judy LeBlanc (phone)
 Members Absent: Terry Lancon (ill), Sandra Reaux (out of town), Tammy Gordon (dr appt) Shannon Neveaux (emergency)
 Others Present: Alison Miller, Arlene Colleé (Omelette Celebration), Emily Miller (UL student attending for a class)

Vice-Chairperson, Karen Broussard, called the meeting to order and all in attendance recited the Pledge of Allegiance.

The Commission reviewed the agenda. A motion was made by Marlene Theriot, seconded by Eric Adcock, and unanimously carried to continue with the agenda as presented.

The Commission welcomed the guests in attendance. There were no comments at this time.

A motion was made by Odile Segrest, seconded by Eric Adcock, and unanimously carried to approve the minutes of Wednesday, September 18, 2019 as written.

The Commission reviewed the financial statements and information presented. A motion was made by Marlene Theriot, 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 activities, tourism figures and meetings she has attended. Guest, Arlene Colleé, asked the Commission if it would be possible for the Commission to do a co-op of parish tourism listings in the Tour Guide or if non-members of Louisiana Travel Association (LTA) to be listed under our listing. Alison Miller with check with LTA to see if this could be done. There is usually a \$150 listing fee for non-members. The 2020 State Tour Guide advertising and listings deadline has already passed, so this would be for 2021.

Alison Miller provided the Commission with a request from Smoke-free Louisiana rep, Kathy Richard, regarding placing a smoke-free icon next to listings on our website for those tourism businesses that are smoke-free. This could be done in-house with a small programming fee from the Graham Group. A motion was made by Marlene Theriot, seconded by Odile Segrest, and unanimously carried to move forward with placing the icons.

Alison Miller provided the Commission with an issue that was brought to her regarding parish festivals happening on the same day/weekend. The concern is the limited amount of vendors to spread amongst the festivals happening at the same time and festivals competing against each other for patrons. A discussion with comments from Commissioners and guests was held with suggestions on how to prevent this from occurring. The Tourist Commission compiles a parish-wide calendar of events; however not all events are submitted and not every event checks with the Commission to see what other events are being held. As a Commission, we can only suggest they not hold events on the same day, but can not force a change of date. It was suggested that Alison Miller either meet with each Mayor or invite the Mayors (and secretaries), as well as festival presidents to a meeting to discuss this issue and see how we can all work together to spread out events and get more people into our parish to attend events. It was also suggested that Mrs. Miller send our Calendar of Events to the Mayor's secretaries and to parish schools with a letter explaining about not scheduling on the same date. Commission members can attend the City/Town Council meetings in their area to explain the issue. Mrs. Miller will write a press release for the parish papers on what the Tourist Commission can do for your event/organization, including publishing events on our Calendar.

The 2020 Commission Meeting dates were discussed. Members present agreed to keep the meetings on the third Wednesday of every other month at 3:30pm since the majority could make the meetings on that day and not conflict with other meetings or obligations. Alison Miller will send the Commission the 2020 meeting dates to review.

Since not all Commissioners are present at the meeting and Mrs. Miller's Performance Review has no effect on the 2020 Budget, the Commission tabled the Executive Director's Review until the January meeting.

Alison Miller presented the Commission the Proposed 2020 Budget compiled by the Budget Committee. A motion was made by Judy LeBlanc, seconded by Marlene Theriot, and unanimously carried to adopt the proposed 2020 Budget as presented.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, January 15, 2020 at 3:30 pm at Vermilion Parish Tourist Commission office.

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

Minutes taken and respectively submitted by:

Alison Miller, VPTC Secretary

