

Vermilion Parish Tourist Commission

Minutes of September 16, 2020

Members Present: Karen Broussard, Shannon Neveaux, Eric Adcock, Odile Segrest, Bill Comeaux
Members Absent: Angela LeBlanc, Sandra Reaux, Shalana Francis, Tammy Gordon (doctor)
Others Present: Alison Miller, Charlene Beckett, Ricky and Cecile LaFleur

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

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

Guest Ricky LaFleur, candidate for District Judge, gave a brief presentation to the Commission on his accomplishments, what he would like to see happen in the office, answered a few questions and asked for support on election day.

Charlene Beckett with Abbeville Main Street spoke about a couple of events that are expected to take place in the next couple of months. "If Headstones Could Talk..." Living History Tour is scheduled for Friday, November 13 and letters have been mailed to past participants for the Christmas Stroll to gauge interests in participation for this year's event.

A motion was made by Shannon Neveaux, seconded by Odile Segrest, and unanimously carried to approve the minutes of Wednesday, July 22, 2020 as written.

Alison Miller provided the Commission with the financial information, along with invoices submitted for payment. Miller provided information on parish accommodations being filled with hurricane evacuees and workers. A motion was made by Shannon Neveaux, seconded by Odile Segrest, and unanimously carried to approve the Treasurer's Report and payment of bills as presented.

Alison Miller provided the Commission with an update on tourism activities, webinars and teleconferences that she has been attending on behalf of the Commission. She also informed the Commission that the Downtown Abbeville Camera Project is still on hold due to lack of sponsors. Since grant funds were used to sponsor the project, Miller informed the Rotary Club that if the project does not move forward by the beginning of 2021, we will have to back out and be reimbursed the \$200 sponsorship.

Alison Miller provided information on a kiosk grant for the downtown murals that Abbeville Main Street received from the State. She has been working with Charlene Beckett on the grant and the Cultural Center may be able to receive some signage for inside the Center through this grant.

To prepare the 2021 Budget, Alison Miller asked for Commissioners to sit on the Budget Committee. Eric Adcock and Bill Comeaux agreed to sit on the Committee. Alison Miller will check with Tammy Gordon to see if she is interested.

Prior to the meeting, the City part-time worker was on furlough. The part-time worker paid by the Tourist Commission is out with a prolonged illness. On September 14, the City removed the part-time worker from furlough and had her resume her regular schedule. The issue of manning the Center in the afternoons has now been taken care of.

Alison Miller obtained a price from the current website company for updating our website with the new ad designs. The functionality, navigation and information will remain the same. The Commissioners discussed options and reviewed the website visitation numbers. A motion was made by Eric Adcock, seconded by Shannon Neveaux, and unanimously carried to update the website for a cost of \$2,500-3,500.

Eric Adcock informed the Commission that Festivals Acadiens et Creole will be held virtually this year and there are some advertising opportunities should the Commission wish to advertise to a large local and international audience. The Commission thought this would be beneficial if the cost were affordable. Mr. Adcock will obtain more information and prices and will meet with Alison Miller to discuss this further.

Bill Comeaux inquired about how the Commission decides how and where to advertise. Alison Miller explained that the Commission takes advantage of discounted rates through the state as members of Louisiana Travel Association and we also look for advertising deals in our drive markets. Most of the Commission's advertising is covered through grant funds.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, November 18, 2020 at 3:30 pm at Vermilion Parish Tourist Commission.

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