

Vermilion Parish Tourist Commission

Minutes of January 16, 2019

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

The meeting was called to order and all in attendance recited the Pledge of Allegiance. Alison Miller welcomed all in attendance at the meeting. The Commission introduced themselves to the guests.

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

Charlene Beckett (guest) updated the Commission on a couple of upcoming events: Sicilian Celebration on Mar. 23, a large Biddy Basketball Tournament to be held in Henry in March and the rededication of the downtown Abbeville bridge on Memorial Day at 2pm. She also mentioned that the litter along Hwy. 167 between Abbeville and Maurice is horrible and sends the wrong impression to tourists. The Commission asked Alison Miller to send a letter to the Police Jury and the Sheriff requesting their help with litter pick-up.

Eric Adcock (guest) introduced himself and thanked the Commission for recommending him to serve on the Commission and is hopeful the Police Jury appoints him.

A motion was made by Sandra Reaux, seconded by Judy LeBlanc, and unanimously carried to approve the minutes of Wednesday, November 14, 2018 as written.

Alison Miller provided the Commission with the financial information. A motion was made by Karen Broussard, seconded by Judy LeBlanc, and unanimously carried to approve the Treasurer's Report and payment of bills as presented.

Alison Miller provided the Commission with a tourism update. We finished 2018 with 6% above the previous year in sales tax collections and 76% above in total visitation. We had 24,516 total visits and request for information in 2018 versus 5,935 in 2017. Our total website visitation was 341,401 which was the highest amount tracked since 2009. This is in result to moving the Tourist Center to the downtown location and having more grant money to spend on print and internet advertising.

A brief discussion was held regarding the election of 2019 Officers. A motion was made by Shannon Neveaux, seconded by Odile Segrest, and unanimously carried to nominate Sandra Reaux as Chairman. There were no further nominations and Mrs. Reaux accepted. A motion was made by Shannon Neveaux, seconded by Marlene Theriot, and unanimously carried to nominate Karen Broussard as Vice-Chairman. There were no further nominations and Mrs. Broussard accepted. A motion was made by Shannon Neveaux, seconded by Sandra Reaux, and unanimously carried to nominate Odile Segrest as Treasurer. There were no further nominations and Mrs. Segrest accepted. Since Alison Miller takes and types the minutes, a motion was made by Marlene Theriot, seconded by Karen Broussard, and unanimously carried to appointed Alison Miller as Secretary. As the newly elected Chairman, Sandra Reaux took over conducting the meeting.

The Commission reviewed the suggested additions to the By-laws to include information regarding the Executive Director's contract and Financial Policy to include recommendations from our accountants. These revisions were sent to the Commission ten days before the meeting. A motion was made by Shannon Neveaux, seconded by Odile Segrest, and unanimously carried to accept the revisions as noted.

Alison Miller informed the Commission on two functions that she would like to attend, the Louisiana Travel Association State Meeting in Alexandria and the Vermilion Chamber of Commerce Award Banquet. All Commissioners were invited as well and Odile Segrest would like to attend. A motion was made by Marlene Theriot, seconded by Shannon Neveaux, and unanimously carried to attend both functions.

Alison Miller informed the Commission that the Office of Tourism has created a Cajun Corridor Scenic Byway Tear-off Map highlighting the byway and places to stop along the way; however, they do not have the funds to print them. There are funds in the Cajun Corridor checking account. The Commission asked Alison Miller to obtain printing bids for the map.

Judy LeBlanc informed the Commission that the Gueydan Duck Festival will be moving back to August. The dates for the 2019 festival are August 22-25, 2019.

Shannon Neveaux updated the Commission on a couple of upcoming events that will be held at the state park: Cracklin Cook-off on Feb. 23 beginning at 8 am and the Krewe of Palmetto Mardi Gras Golf Cart Parade on Mar. 2 at 3 pm. She also mentioned that Palmetto Island State Park is ranked 2nd in the state for visitation.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, March 20, 2019 at 3:30 pm at Vermilion Parish Tourist Commission.

There being no further business, a motion was made by Marlene Theriot, 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