

Vermilion Parish Tourist Commission

Minutes of May 19, 2021

Members Present: Tammy Gordon, Sandra Reaux, Odile Segrest

Members Absent: Eric Adcock (work; gave proxy), Victoria Bourque (work; gave proxy), Karen Broussard (out of town),
Shalana Francis (work), Bill Comeaux (out of town), Angela LeBlanc

Others Present: Alison Miller, Charlene Beckett with Abbeville Main Street

Odile Segrest will vote Victoria Bourque's proxy and Alison Miller will vote Eric Adcock's proxy.

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.

Charlene Beckett informed the Commission that the Daylily Festival will be held on June 5, 2021. She provided the Commission with information on the mural kiosks grant. Alison Miller will work with Mrs. Beckett to create a multi-language sheet explaining the kiosks to have available for visitors. Mrs. Beckett also informed the Commission of a project Pastor August is working on to turn the James A Herod home into a museum.

A motion was made by Sandra Reaux, seconded by Tammy Gordon, and unanimously carried to approve the minutes of Wednesday, January 20, 2021 as written. There was no March 2021 meeting due to lack of agenda items.

Alison Miller provided the Commission with the financial information. A motion was made by Odile Segrest, seconded by Tammy Gordon, and unanimously carried to approve the Treasurer's Report and payment of bills as presented.

Alison Miller presented the updated Employment Contract to run from March 1, 2021 to June 30, 2023. A motion was made by Odile Segrest, seconded by Sandra Reaux, and unanimously carried to renew the Employment Contract for Alison Miller.

Alison Miller provided the Commission with the proposed marketing for the 2021-2022 Louisiana Office of Tourism Cooperative Marketing Grant. The deadline to apply is June 1, 2021 and LOT will pay 100% of the approved advertising. A motion was made by Odile Segrest, seconded by Tammy Gordon, and unanimously carried to allow Alison Miller to apply for the CMP Grant and authorizes Mrs. Miller to sign all necessary documents.

The LA State Bond Commission motion made on April 7, 2021, by Odile Segrest, seconded by Bill Comeaux, and voted on via email and by phone was ratified during the meeting by a motion by Odile Segrest, seconded by Sandra Reaux, and unanimously carried.

Alison Miller provided the Commission with the name of a possible Abbeville Commissioner; however, this person manages the Abbeville RV Park which could cause a conflict resulting in the Commission having to remove all promotional material for the Park. It was suggested by the City of Abbeville attorney to seek an Attorney General's opinion just to be sure. A motion was made by Odile Segrest, seconded by Sandra Reaux, and unanimously carried to have Alison Miller seek an Attorney General's opinion on this issue.

Alison Miller provided information she has received on a Regional Tourism Grant for a possible \$1 million that would help market the seven Acadiana parishes surrounding Lafayette. Although Lafayette CVB will cover the majority of the grant application fee, there is a \$10,000 cost from each CVB to apply for the grant. After a discussion on the grant and what the marketing would look like, the Commission requested additional information on what the \$10,000 is paying for and if Vermilion Parish would receive enough exposure to cover at least 50% of our investment. Alison Miller will obtain the answers to the Commission's questions and provide an update. Since the grant deadline was not known at the time of the meeting, a motion was made by Sandra Reaux, seconded by Tammy Gordon, and unanimously carried to join the grant if Vermilion Parish will receive at least 50% of our investment.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, July 21, 2021 at 3:30 pm at Vermilion Parish Tourist Commission.

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

Minutes taken and respectively submitted by:



Alison Miller, VPTC Secretary