

Vermilion Parish Tourist Commission Minutes of November 18, 2020

Members Present: Shannon Neveaux, Karen Broussard, Eric Adcock (phone), Tammy Gordon (phone),
Bill Comeaux (vote by proxy – dr. appt)

Members Absent: Odile Segrest (ill), Sandra Reaux, Shalana Francis (work), Angela LeBlanc

Others Present: Alison Miller

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

The Commission reviewed the agenda. Board members present requested to move agenda item d. to the beginning of the agenda. There were no objections to the move.

There were no guests in attendance.

Commissioners in attendance agreed to go into Executive Session to perform the Executive Director's Annual Performance Evaluation. Alison Miller stepped out of the room. The Commission agreed to come out of Executive Session. Alison Miller received an outstanding review from the Commission. Due to the current budget remaining low, Mrs. Miller's pay will remain the same for 2021.

A motion was made by Shannon Neveaux, seconded by Tammy Gordon, and unanimously carried to approve the minutes of Wednesday, September 16, 2020 as written.

The Commission reviewed the financial statements and information presented. A motion was made by Tammy Gordon, seconded by Shannon Neveaux, 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 webinars she has participated in.

Alison Miller provided the Commission with several advertising grants and opportunities that have become available since the last meeting. The Louisiana Office of Tourism is offering two grants. One is a fully refundable \$3,000 grant to advertise holiday events/eat local/shop local during the month of December. The other LOT grant is the 2021 Sunshine Plan and will cover 25% to 50% of approved advertising programs offered by the State. For years Vermilion Parish has advertised in the *Discover Iberia* publication. The 2021 ad rates will remain the same for a ¼ pg ad and will be covered by the BP Seafood and Tourism Grant. Even though we tried to advertise on the virtual Festivals Acadiens page, with the hurricane in October we were not able to get our information on the site. The ad representative inquired if VPTC could use the funds allocated to advertise on KRVS for \$500. Eric Adcock informed the Commission on the KRVS radio programming and listenership. He suggested to underwrite either the Zydeco program or Blues Box. A motion was made by Shannon Neveaux, seconded by Bill Comeaux, and unanimously carried to move forward with applying for the LOT Grants and advertising in *Discover Iberia* and on KRVS.

Alison Miller presented to the Commission the Proposed 2021 Budget compiled by the Budget Committee. The recommendation from the Budget Committee is to accept the proposed budget as is with the option to cash in the \$7,500 CD when it comes up for renewal in March 2021. A motion was made by Shannon Neveaux, seconded by Tammy Gordon, and unanimously carried to adopt the proposed 2021 Budget as presented with the recommendation from the Committee.

The 2021 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 2021 meeting dates to review.

Tammy Gordon updated the Commission on several events taking place in Delcambre. The Boat Parade has been cancelled, but the street parade and the Seafood and Farmers' Market will still happen. The Shrimp Festival is waiting on regulations from the State but are beginning to make plans for the 2021 festival.

Shannon Neveaux stated that the Friends of Palmetto Island State Park are also beginning to look at 2021 events. The Krewe of Palmetto Golf Cart Parade is planning to take place in 2021.

Eric Adcock informed the Commission that although the COVID vaccine looks promising, we should brace for a slow 2021. The local music scene is pretty much non-existent due to the regulations.

The next meeting of the Vermilion Parish Tourist Commission will be held on Wednesday, January 20, 2021 at 3:30 pm at Vermilion Parish Tourist Commission office.

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

Minutes taken and respectively submitted by:

A handwritten signature in cursive script that reads "Alison Miller". The signature is written in black ink and is positioned above the printed name.

Alison Miller, VPTC Secretary