Vermilion Parish Tourist Commission

November 17, 2026/ 5:15 PM

AGENDA

1) **PLEDGE**
2) **REVIEW AGENDA**

3) **GUEST COMMENTS**
   a) Jacob Cavallaro-Photography Proposal
4) **MINUTES** *Motion to Accept 9.15.2026*

5) **TREASURER'S REPORT & FINANCIAL STATEMENTS**
   a) Bills to be Paid
   b) Balance Sheet / Profit & Loss
   c) 2026 Budget
   d) Sales Tax Yearly Comparison *Motion to Accept*
   e) 2027 Proposed Budget – Initial Presentation
6) **EXECUTIVE DIRECTOR'S COMMENTS**
   a) Executive Session
      i) Executive Director's Annual Review (subject to applicable law)
      ii) Executive Director Position and Proposed Salary Adjustment
      iii) 2027 Budget Review
   b) 2027 VPTC Budget Ratification *Resolution No. 2026-001*
   c) Ratification of Existing Occupancy Tax Ordinance without Amendment *Resolution No. 2026-002*
   d) Authorization for Ordinance Publication, Recordation, Verification and Related Admin Actions *Resolution No. 2026-006*
   e) A Formal Request To The Vermilion Parish Police Jury For Recognition And Adoption Of The Existing Vermilion Parish Tourist Commission Occupancy Tax Ordinance *Resolution No. 2026-007*
   f) Director's Lodging Coordination Authorization *Resolution No. 2026-003*
   g) New Overnight Lodging Notification & Registration Procedure – Review *Resolution No. 2026-004*
   h) Adoption of Funding/Contribution Request Application- *Resolution No. 2026-005*
   i) Strategic Funding: Richard Sale Barn, Christmas Stroll, Chamber of Commerce Booklet *Motions Needed*
   j) Tourism Updates
7) **COMMISSIONER'S COMMENTS**

8) **NEXT MEETING – January 19, 2027 (dates to be confirmed)**

2027 Meeting Dates:
January 19, 2027
March 16, 2027
May 18, 2027
July 20, 2027
September 21, 2027
November 16, 2027

9) **ADJOURN**

Vermilion Parish Tourist Commission
Minutes of November 17, 2026

Members Present: Wayne Theriot, John Boudoin, Cathy Burdette, Sandra Hebert, Chris Bessard

Members Absent: Theresa Touchet, Mary Ann Simon, Victoria Sagrera Bourque

Others Present: Julie Babineaux, Jacob Cavallaro, Charlene Beckett, Catherine Touchet

PHOTOGRAPHY PROPOSAL

Jacob Cavallaro presented a proposal to update the Commission's photography for print advertising, digital marketing, website content, and social media. He proposed a six-month program with a $3,000 total budget, generally allowing up to five one-hour assignments for $500 per month. He described flexible pricing for months with fewer or additional assignments, professional editing, delivery of images through an online gallery, and marketing usage rights for the Commission while retaining photographer ownership. He also discussed potential sales of prints and postcards at the Cultural Center under a separately negotiated arrangement.

Julie Babineaux explained that many photographs currently used in advertising are outdated and that newer professional images would improve the quality and accuracy of the Commission's marketing, including CMP grant advertising. The proposed photography expense would be considered under strategic improvements funded in part by previously collected back-tax revenue. The Commission discussed the proposal and possible terms; **no final action was taken.**

APPROVAL OF MINUTES

A motion was made by Cathy Burdette, seconded by Wayne Theriot, and unanimously carried to approve the minutes of Tuesday, September 15, 2026, as written.

FINANCIAL REPORT

The Commission reviewed the October financial statements, November bills, occupancy tax collections, and grant-related expenses. Julie Babineaux reported November bills totaling $2,889.27. She explained that October expenses were higher in part because of quarterly obligations and the collection fee paid to the Vermilion Parish School Board Sales Tax Office in connection with a lump-sum back-tax collection. The Commission discussed the impact of that fee on monthly reporting and the distinction between recurring collections and the one-time payment.

Julie reported that the Commission remained ahead of budgeted revenue and that occupancy tax receipts continued to trend positively. She also discussed expenses associated with the Cooperative Marketing Program (CMP) grant and an anticipated reimbursement of approximately $9,764 at the end of the grant cycle, expected around June 2027. Board members discussed collection and reporting by third-party booking platforms, including the limited ability to identify individual lodging properties within aggregated remittances. Julie explained that a proposed inter-office agreement would help clarify responsibilities for occupancy tax administration and audits.

A motion was made by Wayne Theriot, seconded by John Beaudoin, and unanimously carried to approve the financial reports and payment of bills as presented.

2027 PROPOSED BUDGET

Julie Babineaux presented the proposed 2027 operating budget, developed using actual expenditures from 2025 and 2026. She reviewed a separate adjusted column reflecting the effect

of a potential Director salary change. The Board discussed the retirement contribution rate decreasing from 11% to 10.75%, anticipated medical insurance increases, and proposed increases to the legal services allocation from approximately $200 to $1,750 to allow for independent legal review when appropriate.

The proposal included approximately $7,000 for Commission-funded print and digital advertising, an unchanged $8,000 grant-related advertising allocation, and approximately $3,000 for website services and improvements. Julie explained that promotional-item expenses could instead be considered through strategic improvements. The travel and mileage categories were consolidated, and she discussed approximately $1,500 in accumulated mileage expenses and the need to establish sufficient reimbursement funding and consider applicable travel policies.

The proposed strategic improvements and community partnerships allocation was $5,000. The photography proposal, if later approved at $3,000, would leave approximately $2,000 available in that category. The Board reviewed the proposed budget but deferred final ratification pending further revisions.

EXECUTIVE DIRECTOR COMPENSATION REVIEW

Julie presented a proposed 12% adjustment in her VPTC salary from $32,500 to $36,400 and reviewed the related budget impact. She highlighted increased social media reach and following, occupancy tax administration improvements, and community outreach to approximately 25 businesses and organizations. The Board also discussed lodging development and renovations in the parish. The proposed adjusted budget reflected a positive projected balance of $2,545.93.

A motion was made by Wayne Theriot, seconded by Sandra Hebert, and unanimously carried to enter executive session to discuss the Executive Director's job performance review. The Director was not present for the executive-session discussion. **A motion was made by Cathy Burdette, seconded by Chris Bessard, and unanimously carried to return to regular session.**

Following executive session**, a motion was made by John Boudoin, seconded by Wayne Theriot, and unanimously carried to direct the Director to explore a salary of $42,500 and revise the proposed 2027 budget for consideration at a separate meeting. No final salary increase or 2027 budget ratification was approved at this meeting.**

RESOLUTION NO. 2026-002 — RATIFICATION OF EXISTING OCCUPANCY TAX ORDINANCE WITHOUT AMENDMENT

Julie explained that the resolution formally ratifies the existing occupancy tax ordinance without changing its provisions.

A motion was made by Wayne Theriot, seconded by Cathy Burdette, and unanimously carried to approve the action as presented. The vote was five (5) yeas, zero (0) nays, zero (0) abstentions, with three (3) members absent.

RESOLUTION NO. 2026-006 — AUTHORIZATION FOR ORDINANCE PUBLICATION, RECORDATION, VERIFICATION, AND RELATED ADMINISTRATIVE ACTIONS

Julie explained that the resolution authorizes the Director to carry out necessary communications and administrative actions on behalf of the Commission concerning the ordinance, including publication, recordation, and verification.

A motion was made by Wayne Theriot, seconded by Chris Bessard, and unanimously carried to approve the action as presented. The vote was five (5) yeas, zero (0) nays, zero (0) abstentions, with three (3) members absent.

RESOLUTION NO. 2026-007 FORMAL LETTER TO VERMILION PARISH POLICE JURY

The Commission considered a formal request for the Police Jury to recognize and adopt the Commission's existing occupancy tax ordinance while expressly preserving the Commission's statutory powers and authority. Julie explained that this would strengthen the foundation of the Commission's principal revenue source.

A motion was made by John Boudoin, seconded by Wayne Theriot, and unanimously carried to approve the action as presented. The vote was five (5) yeas, zero (0) nays, zero (0) abstentions, with three (3) members absent.

RESOLUTION NO. 2026-004 INTER-OFFICE OCCUPANCY TAX AGREEMENT

Julie proposed an inter-office agreement among the entities involved in occupancy tax administration, collection, and remittance to establish clearer responsibilities and coordination.

A motion was made by Chris Bessard, seconded by Sandra Hebert, and unanimously carried to approve the action as presented. The vote was five (5) yeas, zero (0) nays, zero (0) abstentions, with three (3) members absent.

RESOLUTION NO. 2026-003 — AUTHORIZATION TO DEVELOP LODGING PARTNER DOCUMENTS AND OUTREACH MATERIALS

Julie explained that educational materials would help lodging partners understand occupancy tax collection, reporting, remittance, and available Commission assistance.

A motion was made by John Beaudoin, seconded by Chris Bessard, and unanimously carried to approve the action as presented. The vote was five (5) yeas, zero (0) nays, zero (0) abstentions, with three (3) members absent.

RESOLUTION NO. 2026-005 — ADOPTION OF FUNDING CONTRIBUTION REQUEST APPLICATION

Julie presented a standardized application to document requests from parish businesses and organizations for monetary or in-kind tourism-related support and to assist the Board in reviewing such requests.

A motion was made by Sandra Hebert, seconded by Wayne Theriot, and unanimously carried to approve the action as presented. The vote was five (5) yeas, zero (0) nays, zero (0) abstentions, with three (3) members absent.

DIRECTOR'S REPORT

Julie reported positive tourism and marketing performance and described meetings and outreach with businesses, community leaders, and organizations throughout Vermilion Parish to strengthen working relationships. She noted that the first episode of Judge Jonathan Perry's podcast, supported through a no-cost sponsorship, had been released and would be shared on the Commission's social media platforms. She also discussed the upcoming Louisiana Office of Tourism familiarization tour on November 19, 2026.

Julie introduced an idea to replace or supplement traditional printed event calendars with acrylic displays and stickers featuring dynamic QR codes. She explained that the linked calendar could be updated without replacing the physical displays, potentially reducing recurring printing costs. She will continue researching startup costs and implementation options.

CHRISTMAS STROLL PARTICIPATION

The Board discussed participation in the Christmas Stroll on Thursday, December 3, 2026, for a $50 participation fee. **A motion was made by Chris Bessard, seconded by John Beaudoin, and unanimously carried to approve participation.** Julie will coordinate handouts and contact Board members regarding their availability to assist.

2027 VERMILION CHAMBER AND COMMUNITY GUIDE

The Commission discussed an advertising opportunity in the 2027 Vermilion Chamber and Community Guide. In view of current budget priorities**, a motion was made by John Boudoin, seconded by Wayne Theriot, and unanimously carried to decline the advertising opportunity.**

NEXT MEETING

Julie identified Tuesday, January 19, 2027, as the proposed next regular meeting date and discussed potential meeting dates for 2027. A separate meeting will be needed to consider and ratify the revised 2027 budget.

ADJOURNMENT

There being no further business, **a motion was made by Wayne Theriot, seconded by Sandra Hebert, and unanimously carried to adjourn.**

Minutes taken and respectfully submitted by:



Julie Babineaux, VPTC Secretary