Vermilion Parish Tourist Commission
July 21, 2026

1. **PLEDGE**

2. **REVIEW AGENDA**

3. **GUEST COMMENTS**
   -Jennifer Campisi Legacy Project

4. **MINUTES**

5. **TREASURER'S REPORT & FINANCIAL STATEMENTS**
   a. Bills to be Paid
   b. Balance Sheet/Profit & Loss
   c. Budgets: VPTC & Grants
   d. Sales Tax Yearly Comparison

6. **EXECUTIVE DIRECTOR'S COMMENTS**

   a. VPTC Outside Advertising Opportunities
   b. Taste of Vermilion Participation
   c. Community Outreach—Physically and Online presence
   d. The Board's Role
   e. Sign Employment Contract

7. **COMMISSIONER'S COMMENTS**
   a.
   b.
   c.

8. **NEXT MEETING – September 15, 2026**

9. **ADJOURN**

Vermilion Parish Tourist Commission
Minutes of July 21, 2026

Members Present: Cathy Burdette, John Boudoin, Chris Bessard, Sandra Hebert, Mary Ann Simon
Members Absent: Victoria Sagrera, Theresa Touchet
Others Present: Julie Babineaux, Alison Miller, Charlene Beckett – Abbeville Main Street, Wayne Theriot—potential commissioner

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

The Commission reviewed the agenda. They removed Jennifer Campisi from the agenda as she was not in attendance.

Julie Babineaux reported on her experience at the NACo Conference. Julie Babineaux was able to hand out 100 promo bags and raffled a Vermilion Parish products gift basket that was won by a woman from Michigan. Julie Babineaux also recommended not physically mailing packets as it costs 27 stamps to mail. The Board agreed that Julie Babineaux will provide hard copies at the meeting and still provided needed documents over email one week in advance.

Wayne Theriot, possible commissioner from Maurice, sat in attendance at the meeting to get an idea of what being a VPTC board member would entail.

Charlene Beckett informed the Commission about the Lieutenant Governor's talk about a Museum Trail. Charlene will share the details once provided.

A motion was made by Cathy Burdette, seconded by Mary Ann Simon, and unanimously carried to approve the minutes of Tuesday, May 26, 2026, as written.

The Commission reviewed the financial statements and bills to be paid. Julie Babineaux let the board know the lists of bills is a longer this month as it is a quarterly month with Federal and State payroll taxes due, membership renewals for the Chamber and LCVC membership, and using our grant money for the America 250 celebration. Julie Babineaux also went through all financial sheets that are currently being provided and made the board aware of some faults in the reporting system provided by an accountant that met Julie Babineaux. Julie Babineaux requested 4 months to update and clean up QuickBooks to increase visibility and present accurate information for financials. Julie Babineaux also mentions that she has still not seen the lump sum of back taxes from the AirBnBs and Vrbos but will make sure that we report it in a separate line item on our yearly sales tax comparison so it will not affect our yearly numbers. **A motion was made by John Boudoin, seconded by Sandra Hebert, and unanimously carried to approve the Treasurer's Report and payment of bills as presented**.

Julie Babineaux went through the additions to the Director's reporting adding social media analytic reporting's and all users for our website. Julie Babineaux stated that tracking these numbers will help the Board become more accessible to our community and tourists and **it is essential to elevate our presence online.**

Julie Babineaux informed the Board of outside advertising opportunities. A presence in the Festivals Acadien's guide, Vermilion Town Planner, Miles Media Renewal and LTA opportunities. With the current budget, the Board discussed the advantages of each opportunity. **A motion was made by John Boudoin, seconded by Chris Bessard, and unanimously carried to approve booking a ½ page in the Festivals Acadien's Festival Guide, Appearance in the Vermilion Town Planner, Website Banner Ads through Miles Media for February, August, and September, and the LTA American Bus Association publication.**

Julie Babineaux informed the Board of potential promo items. Julie Babineaux showed the Board promo items picked up from the NACo Conference. John Boudoin recommended that we commission a local artist to do small soap samples. The Board liked this original idea. Cathy Burdette also recommended a custom scent just for the Vermilion Parish Tourist commission. **John Boudion will provide Julie Babineaux with contacts to with approach this idea.** Julie Babineaux will also visit RV Parks and Campgrounds to provide them with Vermilion Parish brochures as recommended by Wayne Theriot and John Boudion.

Julie Babineaux started a discussion about ways the VPTC could engage in community outreach and the Board's Role. Julie Babineaux has started a Collection Spotlight that aims to connect the museum and encourage museum visits across the parish. Mary Ann Simon agreed to go to the Gueydan Museum and collect photographs to include Gueydan in this initiative. Julie Babineaux also informed the board of our E-Newsletters that will be sent monthly. The Board's first one in June 2026 had an open rate of 23% and generated 14 new subscribers. Julie Babineaux wished to include a "Meet the Board" portion and Chirs Bessard as president of the Board will be first. Julie Babineaux will send a questionnaire and request for headshot