Vermilion Parish Tourist Commission
September 15, 2026

1. **PLEDGE**

2. **REVIEW AGENDA**

3. **GUEST COMMENTS**

4. **MINUTES**

5. **TREASURER'S REPORT**
   a. Bills to be Paid
   b. Balance Sheet/Profit & Loss
   c. Budget
   d. Sales Tax Yearly Comparison

6. **EXECUTIVE DIRECTOR'S COMMENTS**
   a. **Tourism Update—Director Report**
   b. **Upcoming Ad Placements**
   c. **Partnership Opportunities**
   d. **Oath of Office-Wayne Theriot**
   e. **2026 Budget Committee**

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

8. **NEXT MEETING – November 17, 2026, VPTC at 5:00 pm**

9. **ADJOURN**

Vermilion Parish Tourist Commission
Minutes of September 15, 2026

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

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

The Commission reviewed the agenda. They removed Wayne Theriot-Oath of Office from the agenda as he was not in attendance. Theresa Theriot, new commissioner from Erath, completed her Oath and Julie Babineaux will submit the completed document to the Police Jury.

A motion was made by Cathy Burdette, seconded by John Boudoin, and unanimously carried to approve the minutes of Tuesday, July 21, 2026, as written.

The Commission reviewed the financial statements and bills to be paid.
Julie Babineaux informed the Board that the current list of bills includes the expected medical insurance invoice for the month of October. The invoice has not yet been received, and therefore a check has not been issued. Julie also informed the Board that, in accordance with her contract, will now be responsible for payment of her AT&T phone bill. This expense is expected to begin appearing on the Commission's financial statements beginning in October. The Commission reviewed the financial reports, including sales tax revenue and occupancy tax collections. Julie Babineaux reported that the Commission received 21% more than the previous year in occupancy tax collections for the month of July, which was received in September. The Commission also received a lump-sum payment of previously owed back taxes from Air B&B. Julie Babineaux proposed that one-half of the back-tax revenue be placed into a reserve fund, with the remaining one-half designated for strategic improvements and partnerships throughout Vermilion Parish.
The Commission reviewed the current budget and discussed the appropriate accounting of the recently received back-tax revenue. Julie Babineaux explained where the back-tax revenue will be reflected in the budget so that it does not affect anticipated recurring revenues or expenditures. This will allow the Commission to maintain accurate projections while preparing the 2027 budget.
The Commission also reviewed the current profit and loss statement. Expenses exceeded revenue by approximately $3,000 for the month. Julie Babineaux explained that this was primarily due to payments for LTA advertising and Miles Media expenses associated with the Commission's CMP grant. The Commission expects to receive reimbursement for approximately 50% of these eligible expenses. Julie also informed the Board that marketing expenses are expected to increase due to the Commission's significant participation in the CMP grant program. The Commission will be reimbursed for approximately 50% of these expenses. Some of these marketing expenses will extend into the 2027 fiscal year, with approximately one-half of the year's expenses expected to be reflected in the 2027 budget.
A motion was made by Sandra Hebert, seconded by Theresa Touchet, and unanimously carried to approve the Treasurer's Report and payment of bills as presented.

The Commission reviewed current tourism and marketing statistics and discussed the continued improvement of the Commission's social media presence. Julie Babineaux reported that the Commission's Facebook content received approximately *203,500 views* during the month of August. The Board discussed the continued growth and engagement of the Commission's social media platforms and the importance of maintaining a consistent and active online presence.
The Board also reviewed meetings, events, and other activities attended by Julie Babineaux in her capacity as Director and representative of the Vermilion Parish Tourist Commission. Upcoming advertising placements were reviewed to ensure that the Board is aware of anticipated advertising expenses and invoices associated with both CMP-funded and Tourist Commission-funded placements.
The Board discussed several projects currently being developed by Julie Babineaux.
Cajun Corridor Sign: Julie is working on obtaining the necessary permit for the Cajun Corridor sign currently located inside the Alliance Center. The goal is to move the sign outside and make it available for public viewing and community engagement.
The Vermilion Minute: The Board discussed a new approximately one-minute radio segment to be produced for KRVS. The segment will highlight unique people, places, stories, and pieces of history from Vermilion Parish. Potential topics discussed included Palms Hospital, Bobby Charles, Forked Island Bridge and Rose-Ashy Broussard, as well as other stories that showcase the history, culture, and people of the parish. The program will provide the Tourist Commission with an additional opportunity for exposure and promotion at no cost.
YouTube and Website: Julie Babineaux has updated the Commission's YouTube channel and added Commission videos to the platform. The Board discussed the strong performance of the Commission's reels and the increased engagement and response from the public. A new webpage has been created featuring the Tourist Commission Board members, including

photographs and brief biographies. A dedicated SpaceX webpage has also been added to the Commission's website. The page provides links to relevant articles and information regarding SpaceX activity in the area. The Board discussed the importance of providing visitors and the public with a centralized resource for information while continuing to promote Vermilion Parish's culture, attractions, and tourism assets.

SUNBELT LODGE PARTNERSHIP The Board discussed plans to work with Ricky Patel regarding the renovation of the Sunbelt Lodge. The property is currently expected to reopen in March 2027. The Commission is also looking forward to conducting a walkthrough with the ACA to discuss potential partnerships and the possibility of incorporating a mural into the renovated Sunbelt Lodge.

SOAP COLLABORATION The Board discussed a potential soap collaboration with Nealy Atkins.
The proposed initial investment is $200 for soap production and $100 for packaging, for a total investment of $300.
Julie Babineaux will take the next steps with Neely Atkins to have the soap loaves ordered and will update the Board when the products are ready to be wrapped and packaged. The goal is to ask Neely to create a custom scent inspired by Vermilion Parish, tentatively referred to as the "Just Vermilion" scent. The intention is for the scent to be versatile and suitable for use across multiple soap products and standard bar soaps.
The standard bars are expected to be sold at the Alliance Center for approximately $7 per bar, with an anticipated profit of approximately $5 per bar for the Tourist Commission. The proceeds would allow the Commission to continue ordering additional soaps if there is sufficient public demand.
A motion was made by Cathy Burdette, seconded by Mary Ann Simon, and unanimously carried to approve the soap proposal as presented.

SOCIAL MEDIA COMMENT POLICY: The Board reviewed a proposed social media comment policy for the Tourist Commission's social media platforms. The policy is intended to establish consistent standards for comments, maintain appropriate and accessible online spaces, and provide guidelines for managing the Commission's social media pages.
Julie Babineaux informed the Board that the policy allows the Commission to remove comments that violate the established standards. However, any comments removed under the policy must be retained in the Commission's records.
A motion was made by Sandra Hebert, seconded by John Boudoin, and unanimously carried to approve the VPTC Social Media Comment Policy.

BUDGET COMMITTEE: The Board discussed the formation of the 2027 Budget Committee. Wayne Theriot, John Boudoin, and Chris Bessard were identified as potential members of the committee.
Julie Babineaux will contact the individuals to confirm their interest and availability to serve on the Budget Committee.

The next meeting of the Vermilion Parish Tourist Commission will be held on Tuesday, November 17th ,2026 at 5:00 pm.

There being no further business, **a motion was made by Theresa Touchet, seconded John Boudoin, and unanimously carried to adjourn.**

Minutes taken and respectively submitted by:

Julie Babineaux, VPTC Secretary