

MINUTES OF THE DECEMBER 2, 2021
VERMILION ECONOMIC DEVELOPMENT DISTRICT
REGULAR MEETING

President Ruben Rivera called the meeting to order at 6:00 PM. The meeting was held at the Vermilion Parish Government Office Complex, 407 Charity Street, Abbeville, La. and via teleconference per guidelines issued by the Governor's office.

The Pledge of Allegiance was led by Mr. Richard Guilbeaux before a request for a moment of silence by Mr. Ruben Rivera.

The following members were present at the meeting: Mr. Patrick Duhon, Mr. Ruben Rivera, Mr. Richard Guilbeaux, Mr. Jacob Landry, Mr. Jeremy Lartigue, Mr. Elliot Broussard, Mr. Dexter Callahan and Ms. Anita Dupuis

The following members were absent: Ms. Megan Landry-Lalande, Mr. Carlton Campbell, Mr. Aidan Broussard, Ms. Roslyn White, Mr. Jason Picard, Mr. Gerrod Brasseur, and Ms. Tammy Gordon

The following guests were present: Ms. Anne T. Falgout, VEDD and Ms. Shari Cormier, VEDD

PUBLIC COMMENTS: There were no public comments regarding any of the items on the agenda.

MINUTES: The minutes of the November 3, 2021, meeting were approved as written on a motion made by Mr. Richard Guilbeaux. The motion was duly seconded by Mr. Patrick Duhon, and unanimously carried by the board.

TREASURER'S REPORT: Mr. Ruben Rivera gave the Treasurer's Report. The board was provided with a list of invoices and expenses totaling \$6,684.48. Mr. Richard Guilbeaux motioned the board to accept the Treasurer's Report and pay the invoices. Mr. Patrick Duhon duly seconded the motion and it was unanimously carried.

Ms. Shari Cormier presented VEDD's 2021 budget amendment to the board. Ms. Cormier proposed that \$1,000.00 be moved from Travel, Meals and Lodging to Newspaper Advertising Requirements (\$300.00) and Promotions and Entertainment (\$700.00) and proposed that the \$3,000.00 removed from Business Development be reallocated to Miscellaneous. Ms. Cormier also proposed that VEDD's income be adjusted from \$136,000.00 to \$77,000.00. Mr. Richard Guilbeaux motioned the board to accept the 2021 amended budget as documented. Mr. Dexter Callahan duly seconded the motion, and it was unanimously carried.

DIRECTOR'S REPORT: Ms. Anne T. Falgout provided the board with a review of the accomplishments made by the VEDD office in November. These included: 2 business visits, 3 inquiries from existing businesses, consulting with 2 pre-venture clients, and working with 1 business prospect/project to meet their specific requests. She launched VEDD's holiday marketing promos with 19 participation businesses. She also, worked with the Volunteer Fire Dept. Board in Maurice on a USDA facilities grant and created materials for the Gueydan Winter Festival.

OLD BUSINESS: Ms. Falgout informed the board that VEDD has received the Cattle Industry Analysis from Fulcrum Sales and Marketing and reviewed key points with the board. She also discussed VEDD's plan to share the information with Vermilion's cattle farmers, as well as possible uses for the data in the report. Mr. Dexter Callahan motioned the board to accept the study. Ms. Anita Dupuis duly seconded the motion, and it was unanimously carried.

Ms. Falgout informed the board that the designs for Vermilion Parish Branded Merchandise have been received and reviewed by VEDD's sub-committee. She noted that she plans to move forward with one design before Christmas and will release others after the first of the year.

NEW BUSINESS: Ms. Falgout presented the board with a list of the meeting dates for the 2022 calendar year. VEDD will meet on the first Wednesday of each month at 6:00 PM in the Vermilion Parish Government Office Complex. The meeting dates are January 5, 2022, February 2, 2022, March 2, 2022, April 6, 2022, May 4, 2022, June 1, 2022, July 6, 2022, August 3, 2022, September 7, 2022, October 5, 2022, November 2, 2022, and December 7, 2022.

Ms. Falgout presented the board with VEDD's 2022 Action plan and reviewed areas that she would like to focus on in the coming year. These include a renewed focus on the coastal communities, expanding the holiday promotions to a year-round "Buy Vermilion" campaign, post-secondary training/apprenticeship programs, and build on current relationships with site selection professionals.

COMMITTEE REPORTS: Ms. Falgout informed the board that she spoke at the Vermilion Parish Police Jury meeting on Wednesday, December 1, 2021. She noted that the Police Jury has approved support for VEDD in 2022.

BOARD MEMBER UPDATES: Board members shared events and initiatives happening in their respective communities and developed by their appointing authorities.

NEXT MEETING: The next meeting of the District will be at 6:00pm on Wednesday, January 5, 2022, at the Vermilion Parish Government Office Complex, as well as via teleconference.

ADJOURN: Upon motion by Mr. Richard Guilbeaux, duly seconded by Ms. Anita Dupuis and unanimously carried, there being no further business the meeting was adjourned.

Ms. Megan Landry-Lalande
Secretary