

Minutes of Public Relations meeting July 26, 2021 at 4:30 pm on ZOOM

Calvin Leger-Public Relations Committee Chair
Mark Wiltz-absent
Phyllis Mouton-absent

Staff:

Brady Mckellar
Charissa Helluin
Chris Benoit-absent
Millicent Norbert-absent

- I. Call to Order
- II. Current operations discussion with Directors

a. Vermilionville Operations-Brady Mckellar

*Upcoming events

Acadian Culture Day-Preparations are being made for this event

French Language and Heritage Day (September 4) Meeting with Maggie Perkins to try to get Codofil or French Immersion students involved.

Looking into an electronic tour guide system that we could install in the lobby.

Would like to know if we are going to create a LA Music History Museum so that he could start working on grants for this grant cycle which would be in September or so.

b. Community Outreach and Communications-Charrissa Helluin and Charissa

*Getting a quote for equipment in the PC that was damaged by lightning. Will include cost for stage lighting.

*Urgent need for gift shop and restaurant point of sale software. It has been outdated for a long time and is getting to the point that it is almost unusable.

*Marketing campaigns for restaurant, event rentals, museum and programming.

*Seal the deal campaign for the restaurant was a success. We received a lot of air time on 99.9.

*Loyalty card campaign- buy 10 meals get 1 free.

*Digital campaign adds

*We did not cancel Wedding Pro. For approx.. every 75 leads that we get 10 or 11 turn into events.

*Web site calendar

V. Adjournment

Bayou Vermilion District
300 Fisher, Lafayette LA 70508
337-233-4077x202