

Public Relations and Communications Committee meeting minutes from
9/16/21

I. Call to Order

II. Current operations discussion with Directors

a. Gift shop-Chris Benoit

*has received Boat festival merchandise/ hats, cookies, phone protectors.

*has not received shirts. Expecting them on Wednesday 9/22/21

b. Food and Beverage-Millicent Norbert

*Prepping for boat festival.

*Black pot-working with planning team

c. Vermilionville Operations-Brady McKellar

*Prepping for boat parade

*created a JOT form registration for boat parade

*sending email out to past bayou festival and boat parade participants

*would like to set up on-line ticket purchase cost \$99 per year

*JOT forms cost 3%

d. Community Outreach-Charissa Helluin

*event page registration is in the best shape that it has ever been.

*contacting tv stations, radio

*press release

*event coverage day of event

Note: Town square media has pulled Seize the deal campaign due to VVille bad
publicity

Dr Cheramie to contact Town square to discuss.

Ms. Phyllis will look into marketing at ULL events