

Minutes of the Regular Board Meeting of the Bayou Vermilion District  
Held at Vermilionville, 300 Fisher Road Lafayette Louisiana  
4:30 pm, February 23, 2022

**Call to Order** was given by President Eaton. The meeting was called at 4:33 pm.

**Invocation and Pledge of Allegiance**

**Roll Call:** Given by the Secretary: Commissioners Calvin Leger, David Eaton, Phyllis Mouton, and Shelly Maturin were present. There was a quorum.

**Guest(s):** Guests: Ryan Goudelocke, BVD attorney; Claire Taylor with the Advocate; Tyler Hebert with Fuse Media Consulting; Therese Walker with Emergent Method; Rhonda Ardoin with Bayou Paddle Sports; Claire Taylor with Acadiana Advocate; Deborah Simeral with VLHFM; Ken Simeral.

Staff: Brady McKellar, and Kim Fournet.

**Approval of Minutes:** President Eaton asked if there were any questions, changes, or issues with the minutes as written from the January 26, 2022. There were none.

**MOTION:** (P. Mouton/C. Leger) to accept minutes as written. All commissioners present were in favor. Motion carried.

**Public Comment(s):** President introduced the guest and asked if there were any public comments for any agenda item. There were no public comments at this time.

**President's Report:** No report.

**Board Reports from Staff:** Commissioner Mouton asked when the vacant employee positions would be filled. Brady McKellar responded that he has had several interviews for the Marketing, Curator, and Heritage Gardner positions, hoping to fill them within the next month.

**Committee Reports**

**Executive Committee:** The committee did not meet

**Finance Committee:** The committee did not meet.

**Bayou Operations and Development Committee:** The committee did not meet.

**Vermilionville Operations Committee:** The committee met. This past Sunday was BVD's Courir de Mardi Gras, there were over 550 guests. The restaurant and gift shop did well. Activities and Events are picking up. The Square App is working well in both the restaurant and gift shop. The marketing budget is limited but staff is working hard to get information out to the public about events at Vermilionville. Staff is looking for a grant to help with the creation of the Music Facility. VLHMF wanted to put Ian Beamish in charge of the IMLS grant. This will not work since the interns are BVD employees and Mr. Beamish is not. Commissioner Leger stated that "No person or organization has the authority to direct BVD staff and/or assets except BVD Directors and/or Commissioners."

**CEO Search Committee:** The committee met; they have two recommendations at this time but would like to have three in the mix. BVD needs a new strategic plan, master plan, and new executive hired.

Commissioner Karen Hail joined the meeting at 4:46 pm.

**Discussion Items**

A. Bayou Paddle Sports Presentation

Rhonda Ardoin had two hand-outs for the commissioners, giving them an overview of her business, which is renting out kayaks and canoes. Ms. Ardoin would like to partner with BVD to promote activity on the river. She is working with other cities in the state doing this.

#### B. Tyler Hebert Presentation

Mr. Hebert would like to work with BVD in possible new economic developments along the Vermilion River. He is also interested in creating a Fitness Festival, a three-day event with paddling, running, and biking.

#### C. Emergent Method Presentation

Ms. Walker had a presentation about her company, Emergent Method. She discussed the board that Emergent could help BVD with a new strategic plan, master plan, and with the CEO search.

#### D. Press Release Frequency

Commissioner Leger would like BVD to issue a press release every month or at least once a quarter. The press release is to inform the public of any and all activities, projects, events, and any other items of interest that BVD has scheduled.

#### E. Discussion of Contract with Bayou Paddle Sports for the Use of BVD Docks

Ryan Goudelocke and Rhonda Ardoin are working on a Cooperative Endeavor Agreement.

#### F. Interns Categorizing Artifacts How They Are Paid and Who Should Direct Them

Interns that categorize artifacts, work with BVD computers and are supervised by BVD staff are definitely BVD employees. The interns should get paid directly from BVD and BVD should get reimbursed by the grant monies from the foundation that were applied for by BVD staff.

#### G. How Staff Will Be Paid for Fundraisers and Various Events

Employees that work on fundraiser and events should be paid as they usually are and BVD should get reimbursed by the grant monies from the foundation that were applied for by BVD staff.

#### H. Expectations and Guidelines for VLHMF

Most foundation boards do the research, writing, and applying for any grants that would help their partnering companies. The VLHMF does not do this, BVD staff does it all and the foundation signs off on the grants.

Commissioner Hoggatt would like to later add agenda items F, G, and H to New Business.

#### I. New BVD Foundation

The BVD Board would like to make a new Foundation Board and join other foundations to help finance BVD's many events and projects.

### **New Business**

#### A. Discussion and Vote to Hire CEO Search Firm

**MOTION:** (C. Leger/H. Hoggatt) to hire Emergent Method as the CEO search firm.

Several commissioners voiced their opinions on this motion from not all the board members hearing the other two presentations to having a Strategic Plan first. Commissioner Leger's motion was withdrawn.

#### B. CEO/Executive Administrator Job Description and Compensation

The board should agree on the job description and compensation, then have a new strategic plan in place before hiring a firm to look for said individual. Most of the firms take a percentage of the executive's first year's salary as payment for the search.

**MOTION:** (H. Hoggatt/C. Leger) to put items F, G, and H on tonight's agenda under action items to be voted on by the board. All were in favor. Motion carried.

**Motion:** (H. Hoggatt/C. Leger) No BVD staff shall have to answer to any 3<sup>rd</sup> party personnel orders or requirements other than as approved by the Chief Executive Officer of BVD and by the President of the Board of BVD. The CEO of BVD will notify staff of BVD and all persons in context for employment status on BVD premises or under BVD control has to comply with any

3<sup>rd</sup> party demands or orders. They answer to their chain of command within BVD alone. All were in favor. Motion carried.

**MOTION:** (C. Leger/K. Hail) to add to the agenda that any and all commissioners and the CEO are able to sign checks under action items to be voted on by the board. All were in favor.

Motion carried.

**MOTION:** (C. Leger/S. Maturin) to allow any and all commissioners and CEO who want to sign checks be allowed to sign checks. All were in favor. Motion carried.

**Adjournment:** **MOTION:** (H. Hoggatt/C. Leger) Motion to adjourn. All were in favor. Motion carried.

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David Eaton, President

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Shelly Maturin , Secretary