

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD APRIL 19, 2017

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met at the DoubleTree by Hilton Lafayette, 1521 W. Pinhook Rd., Lafayette, LA at 3:15pm.

In attendance was the board of Commissioners as follows: Jimmy Thackston, Chair, Susannah Malbreaux, Vice-Chair, Summer Hvasta, Treasurer, Brenda Comeaux Trahan and John O'Meara.

Commissioners Williams, Roth, Schilling and Williams were absent due to business.

DEPARTMENTAL REPORTS

Mr. Berthelot presented departmental reports that included Tour & Travel, Conventions, Communications and Media and Special Projects. He highlighted the Zydeco Marathon, LHSAA bids, digital and print advertising and metrics, a SwampBase update, the Festival International giveaway, the Bayou Vermilion cruise and paddle trail, a review of the South by Southwest (SXSW) Lafayette showcase and new recipe videos.

Mr. Berthelot also reported on media in Lafayette and Acadiana on the equivalent ad value on editorial written about the area.

Mr. Berthelot reported that the membership department had 1 new member in the month of **March** for a total of 358 members. He reported that the **April** LCVC Membership luncheon was held at the Lafayette Science Museum with approximately 70 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that he is monitoring proposed House bills 599, 613 and 1 in the legislature and will give an updates to the board as they become available.

Mr. Berthelot reported that the 1st annual Arts Awards will take place at the Acadiana Center for the Arts on April 20.

Mr. Berthelot reported that he attended a debriefing with the marketing team of the Zydeco Marathon.

Mr. Berthelot reported that he will attend a canvas trip to Lexington, Kentucky with One Acadiana next week.

Mr. Berthelot reported that LCVC has renewed their sponsorship of race car driver Sarah Montgomery, who just signed with another league where races will be televised and live-streamed.

Mr. Berthelot reported that Tourism Day at the capital will take place on April 24 in Baton Rouge.

Mr. Berthelot reported that he met with Mayor-President Robideaux and Kate Durio concerning Destination Next (a program through DMAI).

CALL TO ORDER

President Thackston called the meeting to order.

MINUTES FROM MARCH 15, 2017

A motion was made by Commissioner O'Meara to accept the **March 2017** minutes as written. The motion was seconded by Vice-Chair Malbreaux. There was no public comment. Motion carried.

MARCH FINANCIAL STATEMENT REPORT

Treasurer Hvasta presented the **March 2017** financial report to Commissioners. She reported the **March 2017** revenue from the hotel and lodging tax. A motion was made by Commissioner Malbreaux to approve the **March 2017** financial statement as presented by Treasurer Hvasta. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

NEW BUSINESS

A motion was made by Commissioner Trahan and seconded by Vice-Chair Malbreaux to enter into a purchase agreement for an office building located in the downtown area. There was no public comment. Motion carried. A motion was made by Commissioner Trahan and seconded by Vice-Chair Malbreaux to authorize President & CEO Berthelot to negotiate for the office building on behalf of the bureau up to a specific maximum amount, pending inspection. There was no public comment. Motion carried.

A motion was made by Treasurer Hvasta and seconded by Chair Thackston to authorize the addition of three new positions to the organizational chart as outlined in the Strategic Plan re-organization discussion that was held with the board in **March**. There was no public comment. Motion carried.



Jimmy Thackston
Chair



Benjamin J. Berthelot
President & CEO