

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD APRIL 11, 2018***

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met in the Lafayette Convention & Visitors Commission boardroom, 1400 NW Evangeline Thruway, Lafayette, LA at 3:15pm.

~~In attendance was the board of Commissioners as follows: Chair Susannah Malbreaux, Vice-Chair Summer Hvasta, Treasurer Matt Roth, Jimmy Thackston and Amos Batiste.~~

~~Commissioners Williams, O'Meara, Trahan and Schilling were absent due to prior commitments.~~

***CALL TO ORDER***

Chair Malbreaux called the meeting to order.

***DEPARTMENTAL REPORTS***

***TOURISM DEPARTMENT***

Eugenie Mitchell, Vice-President of Tourism Sales, reported on Travel South Domestic Showcase where Kaylie LeBlanc had 56 pre-scheduled appointments. She also reported on the Travel South Post FAM Operator on March 22 in Lafayette.

Ms. Mitchell reported on her attendance at Active America China in Atlanta where she met with 23 wholesalers and receptive tour operators.

Ms. Mitchell also reported on the Millennium Voyages FAM Tour on March 26 in Lafayette.

Ms. Mitchell gave an update of meetings and functions attended, leads and requested information sent out and upcoming tourism opportunities.

***CONVENTION DEPARTMENT***

Mike Roebuck, Chief Sales Officer, reported that the Convention Department sent out 18 leads to area hotels in **March** with 4 definite, 7 assists, 28 outside definite and 44 tentative. He reported that the economic impact for the month was 2.27 million dollars. Mr. Roebuck also reported on leads sent out to Cajun BMX, HOGS, York Rite Shriners, Louisiana Attorney General Justice of the Peace and Constables Training, World Clown Association and Senior Softball.

Mr. Roebuck also reported on **March** activities including the quarterly DOS meeting, bids submitted and bids awarded.

### ***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications, reported that 10 print and 9 digital ads were placed in the month of **March**. Mr. Guidry reported that [www.LafayetteTravel.com](http://www.LafayetteTravel.com) had 88,523 site sessions in **March**.

Mr. Guidry reported that the inaugural Vermilion Voyage had 26 participants ranging in ages from 18-68.

### ***MEDIA RELATIONS & SPECIAL PROJECTS***

Kelly Strengé, Vice-President of Media Relations & Special Projects, was absent due to her attendance at the Midwest Travel Journalists Association Spring Conference in Milwaukee. Mr. Berthelot presented the Media Relations & Special Projects report on her behalf.

Mr. Berthelot reported that Ms. Strengé assisted Cycle Zydeco with media coverage during the bike tour.

Mr. Berthelot reported that a delegation from Belgium visited Lafayette April 6-7 included three governors and several mayors, for a total of 30 people from sister cities. He reported that the office also gave assistance to a journalist from Namur, who stayed a few extra days.

Mr. Berthelot reported that LCVC will assist with sponsorship for an event on Friday, April 27 during Semaine de la Francophonie.

Mr. Berthelot reported that the Dancehalls Brochure is being updated and the 2<sup>nd</sup> quarter Communiqué is getting ready to go to print.

Mr. Berthelot reported that LCVC is working with Samantha Brown and her production company to have them film an episode of her new nationally-aired travel show.

Mr. Berthelot reported that \$76,132 of editorial was written on Lafayette in the month of **March** according to the Meltwater report.

### ***MEMBERSHIP DEPARTMENT***

Sadie French, Controller, reported that LCVC had 4 new members and 31 renewals for the month of **March** with 441 members.

Ms. French reported that the **April** LCVC Membership Luncheon was held at the Chandelier Room on April 11<sup>th</sup> with approximately 93 in attendance.

## ***MINUTES FROM MARCH 21, 2018***

A motion was made by Commissioner Thackston to accept the **March 2018** minutes as written. The motion was seconded by Commissioner Hvasta. There was no public comment. Motion carried.

## ***MARCH FINANCIAL STATEMENT REPORT***

President & CEO Berthelot presented the **March** financial statement report to Commissioners. Commissioner Batiste motioned to approve the **March 2018** financial statement as presented by Mr. Berthelot. The motion was seconded by Treasurer Roth. There was no public comment. Motion carried.

## ***PRESIDENT & CEO'S REPORT***

Mr. Berthelot reported that he met with an architectural firm and had a walk through of the new office space to see about getting a proposal.

Mr. Berthelot reported that he is closely monitoring the Legislative Session and was part of a bill review in Baton Rouge where hospitality and tourism related issues were discussed.

Mr. Berthelot reported that Cycle Zydeco went well and Bernard Hinualt's participation helped to increase registration by 300.

Mr. Berthelot reported that funds have been received for the Visitor Enterprise Fund and grant applications have been sent out.

Mr. Berthelot reported that he met with the Krewe de Canailles regarding their first year of having their parade on the Friday before Mardi Gras and plans for future parades.

Mr. Berthelot reported that he met with Jacques Rodrigue of the Blue Dog Café to discuss Jacques vision for the restaurant and brand, which led to a follow-up meeting with staff regarding product development.

Mr. Berthelot reported that staff has been very involved in helping Lafayette Travel fit into CREATE's planning of the Robideaux Report event at the Frem Boustany Center.

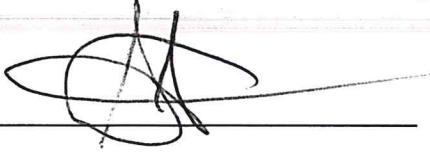
## ***NEW BUSINESS/EXECUTIVE SESSION***

Commissioner Thackston motioned to go into Executive Session to discuss a personnel matter. Vice-Chair Hvasta seconded the motion. There was no public comment. Motion carried.

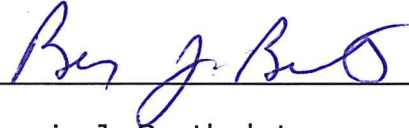
Commissioner Thackston motioned to end the Executive Session. The motion was seconded by Vice-Chair Hvasta. Motion carried.

***OTHER BUSINESS***

There was no other business. Commissioner Thackston motioned to adjourn the meeting. The motion was seconded by Vice-Chair Hvasta. There was no public comment. Chair Malbreaux adjourned the meeting.



Susannah Malbreaux  
Chair



Benjamin J. Berthelot  
President & CEO