

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD APRIL 24, 2019

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 were the board of Commissioners as follows: Summer Hvasta, Chair, John O'Meara, Treasurer, Amos Batiste, Brenda Trahan, Jimmy Thackston and Susannah Malbreaux.

Commissioners Roth, Schilling and Williams were absent due to prior commitments.

CALL TO ORDER

Chair Hvasta called the meeting to order.

MINUTES FROM MARCH 27, 2019

Treasurer O'Meara motioned to accept the **March 2019** minutes as written. The motion was seconded by Commissioner Malbreaux. There was no public comment. Motion carried.

MARCH FINANCIAL STATEMENT REPORT

Treasurer O'Meara presented the **March 2019** financial statement reports to Commissioners. Commissioner Thackston motioned to approve the **March** financial report as presented by Treasurer O'Meara. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOURISM AND CONVENTION DEPARTMENT REPORTS

Eugenie Mitchell, Vice-President of Tourism Sales, was absent due to her attendance at the NAJ Receptive Tour Operator East Tradeshow and Marketplace in New York. Mike Roebuck, Chief Sales Officer presented the Tourism Department report on her behalf.

Mr. Roebuck reported that Ms. Mitchell attended the International Trade Berlin (ITB) tradeshow in March and had 41 pre-scheduled appointments and requests and hosted 2 client events. He mentioned she also attended the NAJ Active America China tradeshow and marketplace and met with 23 wholesalers and receptive tour operators and attended several education workshops.

Mr. Roebuck reported that Kaylie LeBlanc attended the Heritage Clubs International Peer Group marketplace and had 21 appointments with bank club directors. He mentioned that Ms. LeBlanc also attended the Western Canada Sales Mission with the Lt. Governor's Office and met with 24 new contacts from the Vancouver and Calgary area.

Mr. Roebuck reported on important meetings and leads sent out including the Aberdeen, Scotland delegation and Intrepid Travel from Australia. He also reported on upcoming tourism marketing opportunities including the brand USA France & Belgium Mega FAM tour.

Mr. Roebuck reported that National Tourism Week is the first week of May and that Lafayette Travel will host a familiarization tour for front line employees and travel counselors, as well as hosting the monthly Membership Luncheon on May 9 at Warehouse 535.

Mr. Roebuck reported that volunteers worked a total of 248 hours in the month of **March** and the Visitors Center had 1,181 visitors sign the register book.

CONVENTION DEPARTMENT

Mr. Roebuck reported that 13 leads were sent to area hotels in the month of **March**, with 8 definite, 20 outside definite and 12 tentative for an economic impact of \$7.61 million.

Mr. Roebuck reported the notable leads sent out for 2020 included the LHSAA Tennis (900 room nights) and Bowling (200 room nights) tournaments, Gold Wing Riders (300 room nights), Elementary Beta (500 room nights) and Vietnam Legacy Vets (225 room nights).

Mr. Roebuck also reported on the Convention Center incentives for events that will be hosted at the Convention Center in 2019/2020.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that 4 print ads were placed in the month of **March** with 22 ongoing active digital ads. Mr. Guidry reported the metrics from www.LafayetteTravel.com, according to Simpleview, and noted there were 123,770 site sessions in the month of **March**.

Mr. Guidry also reported that Lafayette Travel hosted 5 familiarization trips in the month of **March** and hosted 12 travel writers for the Mardi Gras Press Tour.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 1 new member and 25 renewals in the month of **March** with 424 members. Ms. French reported the revenue for **March** was \$2,510.53 and \$11,310.63 for the year.

Ms. French reported that the **April** Membership luncheon was held on April 10th at the TABASCO, with approximately 42 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that he is monitoring HB 339 in the Legislative Session regarding the definition of a "hotel", which also addresses short-term rentals.

Mr. Berthelot reported that work began on the Evangeline Galleries building on April 1st with completion projected to be in late July.

Mr. Berthelot reported that he met with representatives of the Southwest Louisiana Mardi Gras Association concerning plans for next year's Mardi Gras parades.

Mr. Berthelot reported that he participated in a canvas trip with One Acadiana to Greenville, South Carolina and saw how downtown revitalization helped to transform the region.

Mr. Berthelot reported that he is continuing to meet with Eat Lafayette sponsors for the Eat Lafayette Campaign that begins June 18.

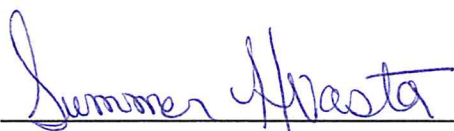
Mr. Berthelot reported that LCVC assisted with the photobooth at the Robideaux Report last month.

Mr. Berthelot reported that he met with the new CEO of LARC and Acadian Village and discussed ideas for fundraising.

NEW BUSINESS

Mr. Berthelot reported that LCVC is undergoing a reaccreditation with Destinations International and the requirement to have a reserve/contingency fund adopted officially by the board. Commissioner Batiste moved to mandate LCVC to have a reserve fund equal to 6 months of operating expenses or \$1.5 million dollars, which has been standard operating procedure. The motion was seconded by Treasurer O'Meara. There was no public comment. Motion carried.

There was no other business. Chair Hvasta adjourned the meeting.



Summer Hvasta
Chair





Benjamin J. Berthelot
President & CEO

