

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD AUGUST 15, 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 were the board of Commissioners as follows: Susannah Malbreaux, Chair Summer Hvasta, Vice-Chair, Sid Williams, John O'Meara and Jimmy Thackston.

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

CALL TO ORDER

Chair Malbreaux called the meeting to order.

MINUTES FROM JUNE 20, 2018

Commissioner Thackston motioned to accept the **July** 2018 minutes as written. The motion was seconded by Vice-Chair Hvasta. There was no public comment. Motion carried.

JULY FINANCIAL STATEMENT REPORT

Vice-Chair Hvasta presented the **July** financial statement report to Commissioners. Commissioner O'Meara motioned to approve the **July** financial report as presented by Ms. Hvasta. The motion was seconded by Ms. Hvasta. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOURISM DEPARTMENT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that she attended Spotlight on Southeast Partners in Birmingham and met with all 31 tour planners.

Ms. Mitchell reported that Kaylie LeBlanc recently attended the Going on Faith tradeshow in Little Rock and will have a report at the September board meeting.

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

Ms. Mitchell also reported on upcoming familiarization tours including the BusAbout tour series from the United Kingdom.

CONVENTION DEPARTMENT

Mike Roebuck, Chief Sales Officer, was absent due to vacation. President & CEO Berthelot gave the Convention report on his behalf.

Mr. Berthelot reported that the Convention Department sent out 23 leads to area hotels in the month of **July** and 114 for the year-to-date. He also reported on notable leads sent out, including All Star Dance, National Association of Attorney Generals, Singles in Agriculture and Louisiana Chiefs of Police Association.

Mr. Berthelot also reported on the USSSA Global World Series at the Broussard Sports Complex, the PONY Colt Zone tournament in Youngsville, the HOGS press conference, Sun Belt media days and the upcoming CONNECT and ASAE conferences.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that 9 print ads were placed in the month of **June** with 20 ongoing active digital ads. Mr. Guidry reported the metrics from www.LafayetteTravel.com and noted there were 65,092 site sessions in the month of **July**.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 2 new members and 24 renewals for the month of **July** with 452 members.

Ms. French reported that the **August** LCVC Membership luncheon was held at the DoubleTree by Hill on August 8 with approximately 80 in attendance.

MEDIA RELATIONS & SPECIAL PROJECTS

Kelly Strenge, Vice-President of Media Relations & Special Projects, was absent due to vacation. Mr. Berthelot gave the Media Relations & Special Projects report on her behalf.

Mr. Berthelot reported that the Eat Lafayette Chef's Table will be held at Schilling on August 27.

Mr. Berthelot reported that Kelly Strenge prepared itinerary ideas for Accelerate South, which is a 12-week long business acceleration program that focuses on innovative healthcare companies, that starts at the end of August.

Mr. Berthelot reported that Chef Ryan Trahan and Madonna Broussard will be representing Lafayette Parish at the Louisiana Culinary Trails event in Nashville.

Mr. Berthelot reported on upcoming media visits including C-SPAN City Tours, Eleni Gage and the International Food, Wine & Travel Writers Association press trip.

Mr. Berthelot reported that, according to Meltwater, \$713,128.57 worth of editorial on Lafayette and the surrounding area was published in the month of **July**.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that Executive Director Greg Davis announced his retirement from the Cajundome effective October 31 and that Pam Deville will be stepping in as the new director.

Mr. Berthelot reported that he submitted the draft lease for warehouse space to Lighthouse Films for their review.

Mr. Berthelot reported that he and Mayor-President Joel Robideaux will participate in a Ted Talk panel at the Lt. Governor's Summit in Lake Charles to talk about growing the cultural economy through the CREATE initiative.

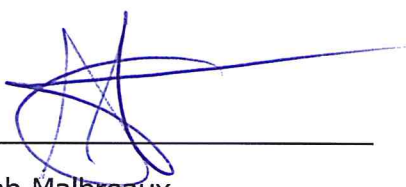
Mr. Berthelot reported that he and other LCVC staff members recently met with Rock N Bowl staff for a site visit regarding familiarization tours, media and conventions.

Mr. Berthelot reported that LCVC hosted a news conference for Eat Lafayette announcing Ryan Trahan as the new King of American Seafood and to promote the Chefs Table giveaway.

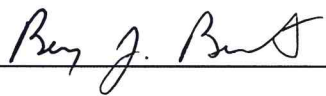
NEW BUSINESS

Mr. Berthelot presented the proposed 2019 LCVC Budget to the board to review and requested that they be prepared to vote on the adoption of the budget in September.

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



Susannah Malbreaux
Chair



Benjamin J. Berthelot
President & CEO