

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD AUGUST 16, 2017***

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

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

Commissioners Williams and Batiste were absent due to business. Commissioners Trahan and O'Meara were absent due to vacation.

***CALL TO ORDER***

Chair Thackston called the meeting to order.

***MINUTES FROM JULY 27, 2017***

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

***JULY FINANCIAL STATEMENT REPORT***

Treasurer Hvasta presented the **July** financial statement report to Commissioners. Commissioner Schilling motioned to approve the **July 2017** financial statement as presented by Treasurer Hvasta. The motion was seconded by Vice-Chair Malbreaux. There was no public comment. Motion carried.

***PRESENTATION OF PROPOSED 2018 LCVC BUDGET***

President & CEO Benjamin Berthelot presented the proposed 2018 LCVC Budget to Commissioners. He invited the Commissioners to review the budget and he would present it for approval at the next board meeting scheduled for September 20.

***DEPARTMENTAL REPORTS***

***TOURISM & VISITORS REPORT***

Eugenie Mitchell, Vice-President of Tourism Sales, reported on recent familiarization tours, including Premiere Tours Global and the American Tour Guide Association. Ms. Mitchell reported on bookings for the VIP Mardi Gras Experience in 2018. Ms. Mitchell also reported on leads, RFP's and requested information sent out during the month of **July**. She reported that 1,547 people signed the Visitors register in the Visitors Center in the month of **July**.

Ms. Mitchell reported on tour and travel marketing opportunities, including the Student & Youth Travel Association (SYTA), Mid-South Women in Tourism and the Lt. Governor's Tourism Summit.

### ***CONVENTION DEPARTMENT***

Karen Primeaux, Vice-President of Convention & Sports Sales reported that 25 events were booked and 38 hosted in the month of **July**. Ms. Primeaux reported on leads sent to Lafayette hotels and/or meeting facilities and meetings attended. Ms. Primeaux also reported that she participated in the Society of Governmental Meeting Planners (SGMP) training and a webinar for Simpleview.

Ms. Primeaux reported that she will be attending CONNECT Marketplace August 20-23.

### ***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications, reported on print and digital advertising and social media metrics. Mr. Guidry reported that organic traffic saw an increase of 86.39% year over year.

Mr. Guidry reported that staff from LCVC will be traveling to Vicksburg, Michigan to hold an educational pop-up Crawfish festival on August 19. He reported that it will be held in partnership with the Michigan Department of Natural Resources concerning the recent invasion of Louisiana crawfish to areas in Michigan.

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

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported that a bid to host the 2019 Southeastern Outdoor Press Association was received and Lisa Snuggs from SEOPA was hosted on a site visit August 13-14.

Ms. Strenge reported that registration for the Midwest Travel Journalists Association fall conference (that Lafayette is hosting in October) opened on Monday, August 14. She reported that 50 members are expected to register.

Ms. Strenge reported on plans for the Louisiana Culinary Trails public relations mission in New York in November.

Ms. Strenge also reported on media hosted in **July** as well as results, according to the Meltwater and Trendkite Reports, from articles written by journalists previously hosted.

### ***MEMBERSHIP DEPARTMENT***

Felicia Duhon, Controller, reported that LCVC received 1 new member and 17 renewals for total revenue of \$1,075.00 for the month of **July** and 409 members.

Ms. Duhon reported that the **August** LCVC Membership Luncheon was held at the DoubleTree by Hilton on August 9<sup>th</sup> with approximately 84 in attendance.

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

Mr. Berthelot reported that bid specifications are being finalized to go out for the Visitors Guide "Bon Temps" and the Lafayette Planner Guide.

Mr. Berthelot reported that bids were recently sent out for a fiscal agent for LCVC.

Mr. Berthelot reported that he met with organizers of the Krewe de Canailles as part of their pitch for Civic Side to put on a walking Mardi Gras parade on the Friday before Mardi Gras day.

Mr. Berthelot reported that he is serving on the committee for the Acadiana Food and Wine Soirée that will be held the Wednesday before Festivals Acadiens et Creole.

Mr. Berthelot reported on progress for hiring the Chief Sales Officer.

Mr. Berthelot reported that he met with Mayor-President Robideaux concerning an AirBnB ordinance.

Mr. Berthelot reported that staff is working with the Louisiana Sea Grant staff to put on a local seminar in April.

Mr. Berthelot reported that LCVC is partnering with the Lafayette Consolidated Government for the CREATE Summit scheduled for August 25-26.

Mr. Berthelot briefed Commissioners on progress of the 2017 Marketing Plan.

Mr. Berthelot announced that Cindy Dermenstein, Convention Services Specialist and Felicia Duhon, Controller, will be retiring this year.

***NEW BUSINESS/OLD BUSINESS***

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



James Thackston  
Chair



Benjamin J. Berthelot  
President & CEO