

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD AUGUST 18, 2021

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met in person at the Lafayette Convention & Visitors Commission boardroom, 1100 Lafayette St., Lafayette, LA at 3:15pm.

In attendance were the board of Commissioners as follows: John O'Meara, Chair, Patrick Hardy, Treasurer, Jimmy Thackston, Jim Doré and Ricky Patel.

Commissioner Trahan was absent due to vacation.
Commissioners Batiste and Patel were absent due to other business.

GUEST: Berkely Young, Destination NEXT Program

CALL TO ORDER

Chair O'Meara called the meeting to order.

GUEST: BERKELY YOUNG

Chair O'Meara introduced Berkely Young, President of Young Strategies, to present the Destination NEXT Program. Mr. Young explained that he will be helping develop a strategic plan for LCVC and what role the board members will play in the planning process.

MINUTES FROM JULY 28, 2021

Commissioner Doré motioned to accept the July 28, 2021 minutes as written. Commissioner Thackston seconded the motion. There was no public comment. Motion carried.

JULY 2021 FINANCIAL STATEMENT REPORTS

Treasurer Hardy presented the financial reports for the month of **July**. Commissioner Thackston motioned to approve the **July** financial reports as presented by Treasurer Hardy. The motioned was seconded by Treasurer Hardy. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOURISM & VISITORS DEPARTMENT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that 6 groups were booked in the month of **July**.

Ms. Mitchell reported that there were 26 buyer tradeshow appointments for the Southeast USA Spotlight Show.

Ms. Mitchell reported that Kaleidoscope Adventures, Inc. posted a blog on all their social media formats highlighting Lafayette for Gen Z Travelers.

Ms. Mitchell reported that she was a guest speaker for Wanderlust in the United Kingdom with 177 viewers logged in.

Ms. Mitchell reported that she participated in the final round of ABA business appointments with 28 tour operators.

Ms. Mitchell reported 32 business appointments at Connect RTO Summit East.

Ms. Mitchell also reported that 841 people entered the Visitor Center in the month of **July**.

CONVENTION DEPARTMENT

Jess Henry, Vice-President of Convention Sales, reported 10 leads were sent out in the month of **July** with 8 turning definite.

Ms. Henry reported that notable leads included the School Nutrition Association of Louisiana (750 room nights/November 2021), FASA South Louisiana Fall State (250 room nights/October 2021) and South Central Shrine Association (285 room nights/June 2022).

Ms. Henry reported on groups recently hosted, including Louisiana Rural Water Association, the Lafayette Little League State Championship and True Talent All American Football games.

Mike Roebuck, Chief Sales Officer, reported that 12 buses are expected for Mardi Gras.

Mr. Roebuck reported on outreach from the Convention Department at SYTA, RTO South and future outreach at SportsETA, LSAE, the Lt. Governor's Travel Summit and TBEX.

Mr. Roebuck reported on convention and sports targets including Little League Baseball, LHSAA Select Championships, HOGS, South Central Shrine Association, Louisiana Teachers of Math, USATF, Southeastern Museums and 3 v 3 Soccer.

COMMUNICATION DEPARTMENT

Kaylie LeBlanc, Assistant Vice-President of Communications, reported on LafayetteTravel website performance, blog traffic, social media, media and e-mail marketing metrics.

Ms. LeBlanc also reported on the progress of the EatLafayette campaign.

CREATIVE DEPARTMENT

Lance LeBlanc, Creative Director, reported on **July** projects that included the website listing module updates, photoshoot with Dwayne Dopsie, Communiqué Newsletter, Tour & Travel profile sheet update, Dustin Poirier social video, Facebook video, Lafayette Travel monthly newsletter and EatLafayette campaign videos.

Mr. LeBlanc also showed the new Lafayette tourism video to the board members.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported 2 new members and 7 renewals for a total of \$1,250 in membership revenue for **July** and \$18,300 for year-to-date and 411 members.

Ms. French reported the August luncheon was held at the Acadiana Center for the Arts on July 11 with 35 in attendance.

PRESIDENT & CEO's REPORT

Mr. Berthelot reported that he has completed recommendations for the Visitor Enterprise Funding and will be meeting with the committee this month.

Mr. Berthelot reported that the Joint Budget Committee met and has approved Division of Administration guidelines to administer the \$60 million in funding allocated to CVBs.

Mr. Berthelot reported that the EatLafayette campaign continues with June restaurant sales the the highest on record.

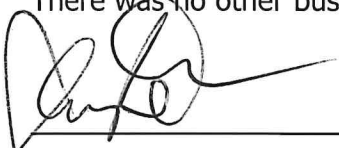
Mr. Berthelot reported that he met with Jill Bidwell of RM Woodward & Associates and Cliff Guidry, developer, to provide information regarding the market in Lafayette Parish.

Mr. Berthelot reported that the EDA funding previously mentioned as a possibility for LCVC will now be sent to states.

Mr. Berthelot reported that he was a panelist for Leadership Lafayette Cultural Economy day and was joined by Mike Roebuck, who is participating in this year's class.

Mr. Berthelot reported that Festival Acadiens et Creoles has pushed its event to March and the Boudin Cook-Off is scheduled for October 16.

There was no other business. Chair O'Meara adjourned the meeting.



John O'Meara
Chair



Benjamin J. Berthelot
President & CEO