

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD DECEMBER 11, 2019

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

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

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

CALL TO ORDER

Chair Hvasta called the meeting to order.

MINUTES FROM NOVEMBER 20, 2019

Commissioner Thackston motioned to accept the **November 2019** minutes as written. The motion was seconded by Commissioner Batiste. There was no public comment. Motion carried.

NOVEMBER FINANCIAL STATEMENT REPORT

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

DEPARTMENTAL REPORTS

TOUR & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that she had 31 pre-scheduled appointments at World Travel Market that she attended November 3-8 in London.

Ms. Mitchell reported on familiarization tours to Lafayette, including Toundra Voyages, Scott Dunn, AmeriGo, a Chinese delegation with Delta Airlines and a Japanese delegation with JTB.

Ms. Mitchell also reported that she worked on building itineraries for Tour Mappers, ICA Educational Foundation and Tailor-Made Sports in the month of **November**.

Ms. Mitchell reported on upcoming tourism marketing opportunities including Travel South International, Destination America, Insight Vacations familiarization tour and National Tour Association.

CONVENTION DEPARTMENT

Mike Roebuck, Chief Sales Officer, presented the Convention Department report. He reported that 8 leads were sent to area hotels and 10 turned definite in the month of **November** with a year-to-date total of 189 and an economic impact of \$56.7 million.

Mr. Roebuck reported on notable leads including the FASA Fall Showcase 2019 (235 rooms) and Off the Chain Winter State Championships 2019 (200 rooms).

Mr. Roebuck also reported on **November** high notes including preliminary site inspections for National JuCo Softball Championships, the Hotel Director of Sales Managers' meeting, Copa Acadiana Soccer and Elementary Beta.

COMMUNICATION DEPARTMENT

Jesse Guidry, Vice-President of Communications, was absent due to illness. President & CEO Berthelot gave the Communication Department report on his behalf. Mr. Berthelot reported that there were 7 print and 21 digital ads placed in the month of **November**.

Mr. Berthelot also reported on other statistics on the website and social media.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that there were 6 renewals in **November** with a total of \$525 in revenue and \$23,769.11 for the year-to-date and 438 members.

Ms. French reported that the **December** luncheon was held at Blue Dog Café with approximately 778 people in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that staff evaluations should be finished soon.

Mr. Berthelot reported that there were no local Grammy nominees, so it is likely that Lafayette will not participate in a Grammy event in January.

Mr. Berthelot reported that he is reevaluating staffing needs before hiring a replacement for the Assistant to the President & CEO position.

Mr. Berthelot reported that the contractor RS Bernard is continuing to work on the punch list for the new offices and he is also working with an interior designer for the final pieces.

Mr. Berthelot reported that plans are being finalized for the Lafayette music showcase during the Folk Alliance National Convention in New Orleans with pre and post opportunities to Lafayette as well.

Mr. Berthelot reported that he is reviewing and revising the contract with the Landscape Manager for the Visitor Center.

Mr. Berthelot reported that he has been elected as Chairman of the Louisiana Travel Association for 2020 and will be sworn in at the annual meeting in January.

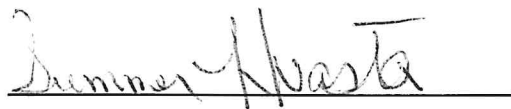
Mr. Berthelot reported that staff is assisting to find a new location for Louisiana Tax-Free Shopping in Lafayette.

NEW BUSINESS

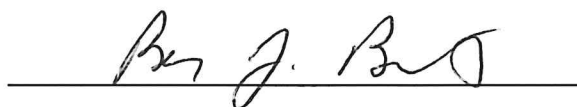
Mr. Berthelot presented the proposed amended 2019 LCVC Budget to Commissioners. He stated that the expenses for the Future Projects line item needed to be increased from 175,000 to 1,375,000 to account for expenditures for the new office building that had been previously allocated.

Treasurer O'Meara motioned to approve the proposed 2019 amended LCVC budget as presented by Mr. Berthelot. Commissioner Malbreaux seconded the motion. There was no public comment. Motion carried.

There was no other business. There was no public comment. Treasurer O'Meara adjourned the meeting.



Summer Hvasta
Chair



Benjamin J. Berthelot
President & CEO