

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD DECEMBER 13, 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, Buddy Schilling and John O'Meara.

Commissioners Williams and Batiste were absent due to business. Commissioner Trahan was absent due to illness.

CALL TO ORDER

Chair Thackston called the meeting to order.

MINUTES FROM NOVEMBER 15, 2017

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

NOVEMBER FINANCIAL STATEMENT REPORT

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

DEPARTMENTAL REPORTS

TOURISM & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that Kaylie LeBlanc attended the Ontario Motorcoach Association trade show and met with 11 tour operators.

Ms. Mitchell reported that she attended TravelSouth International Showcase and had 30 appointments.

Ms. Mitchell reported that she and Mike Roebuck are scheduled to attend the National Tour Association's Travel Exchange in San Antonio, December 14-17.

Ms. Mitchell also reported on leads, requested information and upcoming tourism marketing opportunities.

CONVENTION DEPARTMENT

Mike Roebuck, Chief Sales Officer, reported that Lafayette hosted 28 events in **November** and 425 for the year-to-date, with an estimated economic impact of

\$85,649,760. Mr. Roebuck reported on Convention Department activities, including the local church sales blitz, Baton Rouge sales mission, new sales team deployment and site inspection for the Mosquito Control Association.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that 14 print and digital ads were placed in **November**. Mr. Guidry reported on social media and website traffic statistics and noted that the final digital campaign for the year, “In a Pinch”, had 3,233 unique page views.

Mr. Guidry announced that after over 25 years of partnering with Odie Terry to produce the “Bon Temps” Visitors Guide, LCVV will be taking the production in-house and it will be renamed “Allons”.

MEDIA RELATIONS & SPECIAL PROJECTS

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported on the Cycle Zydeco press conference at the Lafayette International Center that announced the celebrated French cyclist Bernard Hinault will join Cycle Zydeco in 2018.

Ms. Strenge reported that the Communiqué newsletter is at the printer and will be mailed the first week in January. She also reported that starting in January she will start sending a monthly email newsletter to members to keep them updated on LCVV projects and will include announcements and information that might interest members.

Ms. Strenge reported that Adam Sandoval with Scootin’ American will be in town December 29-30. She also reported on results, according to the Meltwater report, from articles written by journalists previously hosted.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVV had 1 new member and 25 renewals for the month of **November** and 417 members.

Ms. French reported that the **December** LCVV Membership Social will be held at Homewood Suites this evening.

PRESIDENT & CEO’S REPORT

Mr. Berthelot reported that staff evaluations will be finalized by the end of December.

Mr. Berthelot reported that there may be an “Only in Cajun and Creole Country” Grammy event in New York in January.

Mr. Berthelot reported that LCVV worked with Zachary Richard on the video for his latest single, “Zydeco Jump”.

Mr. Berthelot reported that he and Commissioner Matt Roth met with Mark Falgout to get and update on the Songwriter’s Festival that is planned for Memorial Day weekend.

Mr. Berthelot reported that preparations for the 2018 Music Cities Convention have begun.

Mr. Berthelot reported that he attended the Broussard City Council meeting on November 28 at the request of Mayor Charlie Langlais to discuss the Broussard Sports Complex.

NEW BUSINESS

Mr. Berthelot presented the proposed amended 2017 LCVC Budget to Commissioners. Vice-Chair Malbreaux motioned to adopt the proposed amended 2017 LCVC Budget as presented by Mr. Berthelot. The motion was seconded by Commissioner Roth. There was no public comment. Motion carried.

Mr. Berthelot reported that Controller Sadie French is completing paperwork for the new fiscal agent and is requesting permission from the board to issue credit cards to select staff. Commissioner O'Meara motioned to approved issuing credit cards to staff that travel or need credit cards with limits set by the President & CEO. The motion was seconded by Vice-Chair Malbreaux. There was no public comment. Motion carried.

Officers for the Executive Committee for 2018 were discussed, with Susannah Malbreaux as President, Summer Hvasta as Vice-President and Matt Roth as Treasurer. Commissioner O'Meara motioned to accept the nominations for the Executive Committee. The motion was seconded by Commissioner Roth. There was no public comment. Motion carried.

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



James Thackston
Chair



Benjamin J. Berthelot
President & CEO