

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD DECEMBER 19, 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, Matt Roth, Treasurer, Brenda Trahan, Sid Williams and John O'Meara.

Commissioners Thackston and Schilling were absent due to prior commitments.

CALL TO ORDER

Chair Malbreaux called the meeting to order.

MINUTES FROM NOVEMBER 28, 2018

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

NOVEMBER FINANCIAL STATEMENT REPORT

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

DEPARTMENTAL REPORTS

TOURISM DEPARTMENT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that Hotelbeds Group conducted a familiarization tour of Lafayette on November 1 and 2. She also reported on show results from the World Travel Market in London with 29 trade appointments over 3 days, National Tour Association in Milwaukee with 25 prescheduled appointments, Ontario Motorcoach Association in Windsor, Ontario with 22 appointments and Travel South International in Nashville with 37 appointments.

Ms. Mitchell reported on upcoming marketing opportunities including American Bus Association, NAJ Receptive Tour Operator, Travel South Domestic Showcase, International Tourism Berlin, Heritage Clubs International Peer Group and JAJ active America China.

Ms. Mitchell also reported that the visitor count to the Visitors Center was up from the previous month.

CONVENTION DEPARTMENT

Mike Roebuck, Chief Sales Officer, reported that the Convention Department sent out 8 leads to area hotels in the month of **November**, with 4 major leads coming from the Louisiana Baptist Adult Conference, American Powerboat Association, Zeta Phi Beta and Sugar Bert Boxing. He reported the department had 10 definite bookings.

Mr. Roebuck reported on **November** activities in the department that included the Director of Sales quarterly meeting, site tours with HotelBeds, Louisiana Society of Association Executives Christmas social, attendance at the grand opening of the Tru by Hilton and the Connect Faith Tradeshow.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that 4 print ads were placed in the month of **November** with 9 ongoing active digital ads. Mr. Guidry reported the metrics from www.LafayetteTravel.com, according to Simpleview, and noted there were 55,362 site sessions in the month of **November**.

Mr. Guidry also reported that according to Meltwater, 58 articles are in currently in circulation about Lafayette and the Acadiana area.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 1 new member and 13 renewals in the month of **November** with 447 members. Ms. French reported the revenue for **November** was \$925.00 and \$21,975.00 for the year-to-date.

Ms. French reported that the **December** Membership social was held on December 12 at Homewood Suites with approximately 25 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that annual staff evaluations have been completed.

Mr. Berthelot reported that Amanda Reeves has been hired for the new position of Assistant to the President & CEO effective January 2, 2019.

Mr. Berthelot reported he participated in a radio interview with Linda Kissom at Blend Radio.

Mr. Berthelot reported that he met with new CEO of Downtown Lafayette, Anita Begnaud.

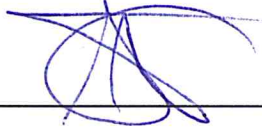
Mr. Berthelot reported that the final bids for the new office space remodel are Thursday, December 20 at 2:00pm and that architects have opened the building twice for walk-throughs.

NEW BUSINESS

Mr. Berthelot presented Chair Susannah Malbreaux with a plaque of appreciation as Chair of the Board in 2018.

Mr. Berthelot then requested nominations for the 2019 Executive Board. Commissioner Batiste motioned to nominated Summer Hvasta for Chair, Matt Roth for Vice-Chair and John O'Meara for Treasurer. The motion was seconded by Commissioner Williams. There was no public comment. Motion carried.

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



Susannah Malbreaux
Chair



Benjamin J. Berthelot
President & CEO