

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD FEBRUARY 15, 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: James Thackston, Chair, Susannah Malbreaux, Vice-Chair, Summer Hvasta, Treasurer, Brenda Comeaux Trahan, John O'Meara and Sid Williams.

Commissioner Batiste was absent due to illness.
Commissioner Schilling was absent due to business.

SPECIAL GUEST: Steven Picou, Executive Director, Lafayette Regional Airport

CALL TO ORDER

Chair Thackston called the meeting to order.

INTRODUCTION OF GUEST SPEAKER

Chair Thackston introduced Steven Picou, Executive Director of the Lafayette Regional Airport, to give an update on phases and planning for the expansion of the airport.

MINUTES FROM JANUARY 18, 2017

A motion was made by Commissioner Roth to accept the **January 2017** minutes as written. The motion was seconded by Commissioner O'Meara. There was no public comment. Motion carried.

JANUARY FINANCIAL STATEMENT REPORT

Treasurer Hvasta presented the financial report to Commissioners. She reported the **January** revenue from the hotel and lodging tax. A motion was made by Vice-Chair Malbreaux to approve the **January 2017** financial statement as presented by Treasurer. Hvasta. The motion was seconded by Treasurer Hvasta. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TRAVEL & TOURISM DEPARTMENT

Mr. Berthelot reported that Vice-President of Tourism Sales, Eugenie Mitchell, attended the American Bus Association Marketplace and had 20 appointments.

He reported that Ms. Mitchell accompanied the Louisiana Office of Tourism Sales Mission to France.

Mr. Berthelot also mentioned other upcoming Tour & Travel marketing opportunities including Select Traveler in Ontario, California, National Tour Association, ITB Berlin and VIP Mardi Gras seating for groups downtown.

CONVENTIONS DEPARTMENT

Mr. Berthelot reported on Convention Department conventions and sports events booked and hosted in **January 2017**. He also reported on leads sent out to Lafayette hotels and/or meeting facilities that included, Louisiana Baptist Youth, National Association of Catholic Life and the Louisiana Republican Party.

Mr. Berthelot reported on presentations to LHSAA, Sports Park Directors and Hotel Managers.

He also reported on incentive dollars for groups hosting events at the Convention Center.

COMMUNICATIONS DEPARTMENT

Mr. Berthelot reported on advertising buys, design projects, search engine optimization activity and the online Mardi Gras Giveaway contest.

MEDIA RELATIONS & SPECIAL PROJECTS DEPARTMENT

Mr. Berthelot reported on the "Only in Cajun & Creole Country" Grammy Celebration held in Los Angeles on February 11, which had approximately 125 attendees.

Mr. Berthelot reported on media and journalists in town, including Family Vacation Critic and freelancer Wendy Lemlin.

Mr. Berthelot reported that according to the Meltwater Clipping Report, Lafayette Parish received \$161,612.91 worth of ad editorial in the month of **January**.

MEMBERSHIP DEPARTMENT

Mr. Berthelot reported there were 32 renewals in the month of **January** for revenue of \$2,125.00 for the month and 358 members.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that plans are being finalized to possibly tie-in the Louisiana Seafood Cook-off with the Eat Lafayette kick-off.

Mr. Berthelot reported that he attended the Bienvenu a Lafayette Hospitality Suite in Washington, DC, in addition to a one day immersion with Brand USA.

Mr. Berthelot reported that LCVC helped the Louisiana Office of Tourism to organize a Retirement meeting for the Encore Commission that was held at LEDA.

Mr. Berthelot reported that Connect Lafayette has asked LCVC to join the coalition concerning the I-49 connector.

Mr. Berthelot reported that he was named to the Executive Committee of LTPA at the annual meeting. He also reported that Charlie Goodson was named Restaurateur of the Year and DoubleTree by Hilton was named Full-Service Hotel of the Year.

Mr. Berthelot reported that he met with Ben Roberts of Home2Suites to discuss revitalization of the Acadiana Hotel and Lodging Association.

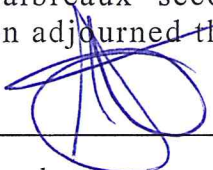
Mr. Berthelot reported that Cinema on the Bayou had a large delegation of Japanese actors and film crew in town and that LCVC helped to put on a crawfish boil for them at Vermilionville.

Mr. Berthelot reported that Mayor-President Joel Robideaux will join LCVC in Austin for SXSW for the "Lafayette Live" event on March 12.

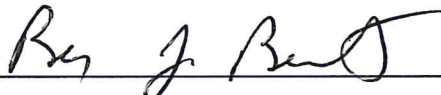
NEW BUSINESS

Mr. Berthelot suggested that he would like to offer any restaurants buying in to the Eat Lafayette campaign a free membership to LCVC. Commissioner O'Meara motioned to change the membership policy to reflect that any restaurants participating in the current Eat Lafayette campaign receive a free LCVC membership for one year. Vice-Chair Malbreaux seconded the motion. There was no public comment. Motion carried.

There was no other business. Commissioner O-Meara motioned to adjourn. Vice-Chair Malbreaux seconded the motion. There was no public comment. Chair Thackston adjourned the meeting.



James Thackston
Chair



Benjamin J. Berthelot
President & CEO

