

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD FEBRUARY 19, 2020***

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: John O'Meara, Vice-Chair, Susannah Malbreaux, Treasurer, Brenda Trahan, Summer Hvasta and Jimmy Thackston.

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

***CALL TO ORDER***

Vice-Chair O'Meara called the meeting to order.

***DEPARTMENTAL REPORTS***

***TOUR & VISITORS REPORT***

Eugenie Mitchell, Vice-President of Tourism Sales, reported on her attendance at the American Bus Association marketplace on January 10-14 in Omaha, Nebraska, where she had 29 appointments. She reported an additional 19 operators were left with information on Lafayette and Louisiana.

Ms. Mitchell reported on the Spotlight on Southeast FAM Tour that took place January 14-15 in Lafayette Parish. She reported B & S Excursions and ICA Education Foundation also had fam tours in **January**.

Ms. Mitchell reported that Kaylie LeBlanc worked the Folk Alliance International Conference Showcase.

Ms. Mitchell also reported on leads sent and upcoming tourism marketing opportunities including the VIP Mardi Gras Experience, Tumbleweed Tours FAM tour, ITB-Berlin and Travel South Domestic Showcase.

***CONVENTION DEPARTMENT***

Mike Roebuck, Chief Sales Officer, reported that 16 leads were sent to area hotels and 3 turned definite in the month of **January** with an economic impact of \$1.29 million.

Mr. Roebuck reported on notable leads including School Nutrition of Louisiana (750 room nights, October 2020), Team Dynamics (975 room nights, November 2021), Louisiana National Guard Youth Challenge (180 room nights, November 2020) and Louisiana State Catholic Daughters (125 room nights, October 2020).

Mr. Roebuck also reported on **January** high notes including the site tours of NJCAA and Rural Water Association and the LHSAA Area Meetings.

## ***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications reported that Michelle Colon has been hired as the new Social Media Manager.

Mr. Guidry reported that LCVC had 14 print and 46 digital ads in the month of **January**. He also reported on website statistics and stated that site sessions and users increased from the previous month.

Mr. Guidry also reported that there were 18 articles run on Lafayette Parish and Acadiana with an ad value of \$295,457.30.

## ***PRESIDENT & CEO'S REPORT***

Mr. Berthelot reported that he met with the new Community Development Director Hollis Conway to see how the Cultural Economy Initiative will be utilized within the department.

Mr. Berthelot reported that the Bienvenue a Lafayette Suite at the Washington, DC Mardi Gras was a success, with a lower budget than last year, and noted that the event is funded 100% with private sector contributions.

Mr. Berthelot reported that the SXSW plans have been finalized and there will be a Lafayette Live event at C-Boys again this year on the Wednesday of SXSW and a showcase on Saturday of the music portion of the festival.

Mr. Berthelot reported that the Lafayette Showcase (in partnership with CREATE) at the International Folk Alliance Convention in New Orleans was a big success.

Mr. Berthelot reported that Eat Lafayette plans are under way and he is having meetings with UL Athletics to see how they can partner with the campaign.

Mr. Berthelot reported that Downtown Development Authority and Festival International have signed agreements for warehouse space at the new LCVC office location.

Mr. Berthelot reported that he is working with a statewide coalition to attempt to change the legislative definition of "hotel" to mean one or more rooms.

Mr. Berthelot reported that he is working with organizers of the Grand Reveil Acadien on the 2020 event and will be meeting with the Louisiana Office of Tourism to see what funding will be like for this year's event.

Mr. Berthelot met with organizers of the 2020 Zydeco Marathon and met with the new coordinator.

Mr. Berthelot reported that he has hired Peter Smith (who was the lowest bid) on a contractual basis to oversee the grounds at the Gateway Visitor Center.

Mr. Berthelot reported that he spoke to a group of music presenters that host live music events to discuss the work LCVC does to promote music.

Mr. Berthelot reported that he is working with LEDA on an event during Festival International at the request of key members of the Lafayette legislative delegation on an event to invite legislators from across the state to the Festival.

**MINUTES FROM JANUARY 15, 2020**

Treasurer Malbreaux motioned to accept the **January 2020** minutes as written. The motion was seconded by Commissioner Thackston. There was no public comment. Motion carried.

**JANUARY FINANCIAL STATEMENT REPORT**

Treasurer Malbreaux presented the January 2020 financial report to Commissioners. Commissioner Thackston motioned to approve the **January 2020** financial report as presented by Treasurer Malbreaux. The motion was seconded by Commissioner Hvasta. There was no public comment. Motion carried.

**NEW BUSINESS**

President & CEO Berthelot requested that the March board meeting be moved to March 11 due to staff travel during the regularly scheduled third week of the month. A motion by Treasurer Malbreaux was made to move the LCVB Board Meeting from March 18 to March 11. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

There was no other business. There was no public comment. Vice-Chair adjourned the meeting.



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John O'Meara  
Vice-Chair



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Benjamin J. Berthelot  
President & CEO