

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD FEBRUARY 20, 2019

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: Summer Hvasta, Chair, John O'Meara, Treasurer, Sidney Williams, Jimmy Thackston and Amos Batiste.

Commissioners Roth, Trahan and Schilling were absent due to prior commitments. Commissioner Malbreaux was absent due to illness.

CALL TO ORDER

Chair Hvasta called the meeting to order.

MINUTES FROM JANUARY 16, 2019

Treasurer O'Meara motioned to accept the **January 2019** minutes as written. The motion was seconded by Commissioner Batiste. There was no public comment. Motion carried.

JANUARY FINANCIAL STATEMENT REPORT

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

DEPARTMENTAL REPORTS

TOURISM DEPARTMENT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that she attended the American Bus Association marketplace and had 36 appointments and left information for an additional 19 operators.

Ms. Mitchell also reported on meetings attended, familiarization tours, leads, RFP's and requested information that was sent out.

Ms. Mitchell reported that 840 people signed the visitors register in **January** and they received 287 inquiries for more information on Lafayette.

Ms. Mitchell reported that 6 busloads of visitors from tour operators are expected for the special VIP Mardi Gras Experience downtown.

CONVENTION DEPARTMENT

Mike Roebuck, Chief Sales Officer, reported that the Convention Department sent out 23 leads to area hotels in the month of **January**, with an economic impact of \$2.17 million.

Mr. Roebuck reported the notable leads sent out included the Boys' National Biddy Basketball in April 2019, the Miss Louisiana USA Pageant in October 2019, Powerlifting Collegiate Nationals in April 2020 and the Louisiana Association of School Administrators for 2020.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that 17 print ads were placed in the month of **January** with 7 ongoing active digital ads. Mr. Guidry reported the metrics from www.LafayetteTravel.com, according to Simpleview, and noted there were 80,550 site sessions in the month of **January**.

Mr. Guidry also reported that according to Meltwater, articles currently in circulation about Lafayette and the Acadiana area had an economic value of \$49,080.52 for the month of **January**.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 181 renewals in the month of **January** with 438 members. Ms. French reported the revenue for **January** was \$5,525.04 and that LCVC membership went to an annual billing cycle that commenced with the new year.

Ms. French reported that the **February** Membership luncheon was held on February 13 at Home 2 Suites, and catered by Newk's Eatery, with approximately 62 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that he hired Jessica Myers as the new Director of Online Engagement and that she started working on January 28, 2019.

Mr. Berthelot reported that plans for the SXSW events have been finalized and will take place March 11-15 in Austin.

Mr. Berthelot announced that the Louisiana Travel Association named Jacques Rodrigue with Blue Dog Café as Restaurateur of the Year.

Mr. Berthelot reported that he was named Vice-Chair of the Louisiana Travel Association at the annual meeting in Alexandria.

Mr. Berthelot reported that he was named to the Executive Board of the UL-Lafayette Alumni Association.

Mr. Berthelot reported that the partnership with Sarah Montgomery racing has been renewed for 2019.

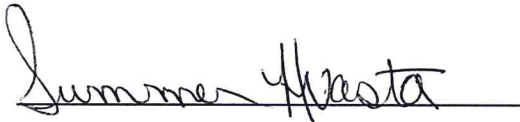
Mr. Berthelot reported that he signed a letter of support for the Oil Center Association's application to be considered a Cultural District.

Mr. Berthelot reported that he met with the new Acadian Cup captain, Bob Hardy, who is beginning to plan for 2020 in Lafayette.

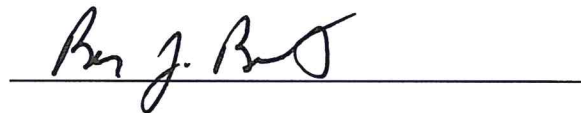
NEW BUSINESS

Mr. Berthelot requested that the April board meeting be moved from April 17 to April 24 due to staff travel. A motion was made by Treasurer O'Meara to move the April board meeting to April 24. The motion was seconded by Commissioner Batiste. There was no public comment. Motion carried.

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



Summer Hvasta
Chair



Benjamin J. Berthelot
President & CEO