

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD FEBRUARY 21, 2018

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: Chair Susannah Malbreaux, Buddy Schilling, Sid Williams, Jimmy Thackston and John O'Meara.

Commissioners Batiste, Hvasta and Roth were absent due to business.

CALL TO ORDER

Chair Malbreaux called the meeting to order.

MINUTES FROM JANUARY 23, 2018

A motion was made by Commissioner O'Meara to accept the **January 2018** minutes as written. The motion was seconded by Commissioner Schilling. There was no public comment. Motion carried.

JANUARY FINANCIAL STATEMENT REPORT

President & CEO Berthelot presented the **January** financial statement report to Commissioners. Commissioner Thackston motioned to approve the **January 2018** financial statement as presented by Mr. Berthelot. The motion was seconded by Commissioner O'Meara. There was no public comment. Motion carried.

NEW BUSINESS

Mr. Berthelot presented the Louisiana Compliance Questionnaire for audit engagements of government agencies to Commissioners and requested that it be approved and executed. Commissioner Schilling motioned to execute the questionnaire for the annual audit. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

Mr. Berthelot presented the new Statewide Agreed Upon Procedures required by the Louisiana Legislative Auditor to Commissioners for approval. Commissioner O'Meara motioned to approve the Agreed Upon Procedures subject to further review by board members, with any changes to be brought to next board meeting. Commissioner Thackston seconded the motion. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOURISM DEPARTMENT

Mike Roebuck, Chief Sales Officer, reported that Lafayette Travel recently hosted the VIP Mardi Gras Experience downtown and it was very well received.

Mr. Roebuck reported that he participated in the Lt. Governor's Louisiana rebranding initiative of "Feed Your Soul" in Washington, DC, while Kaylie LeBlanc participated in the Houston version.

Mr. Roebuck reported that Vice-President of Tourism Sales, Eugenie Mitchell, was absent due to her attendance at the RTO Summit West. He reported on other upcoming marketing opportunities of the Tourism Department including, Select South, ITB-Berlin, Travel South Domestic Showcase and Active America China.

CONVENTION DEPARTMENT

Mr. Roebuck reported that Lafayette hosted 22 events in **January** and booked 57.

Mr. Roebuck reported on leads that were sent out to Lafayette hotels and meeting facilities. He also reported that the Convention Department was working on bids for the National Pro Fast Pitch and International Boxing.

Mr. Roebuck reported on the list of new business that the Convention Department is pursuing and definite business that has been booked.

Mr. Roebuck reported that the Convention Department recently installed the MINT prospecting database and other training for the Convention Department staff.

COMMUNICATIONS DEPARTMENT

Mr. Berthelot reported that Jesse Guidry, Vice-President of Communications, was absent due to his attendance at the Connect Marketing Conference in Orlando, Florida. Mr. Berthelot reported on print and digital advertising and metrics on social media. He also commented on the digital campaign for Cycle Zydeco and Bernard Hinault's participation in the event.

Mr. Berthelot remarked that there were over 74,000 site session in January on www.LafayetteTravel.com.

Mr. Berthelot announced that the first Official Visitors Guide "Allons", produced by Lafayette Travel has come out, replacing the Bon Temps Guided produced by Ind Media.

MEDIA RELATIONS & SPECIAL PROJECTS

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported the Expedia named Lafayette as one of the most artistic communities in the country.

Ms. Strenge reported that she had 24 media appointments at the International Media Marketplace, worked the booth at the New York Times Travel Show, attended the Grammy event and co-hosted a tour operator luncheon in New York City the last week in January.

Ms. Strenge reported 2nd quarter Communiqué newsletter is in process and should be mailed the first week in April. She also reported that she is finalizing the copy for the February issue of Member Connection, which will be sent to LCVC members.

Ms. Strenge reported that she will be attending the Culinary Trails public relations mission in Houston in March and the Midwest Travel Journalists Association Spring Conference in April.

Ms. Strenge reported on the Mardi Gras Press trip and other media hosted recently.

Ms. Strenge gave an update from the Meltwater Report, which tracks articles written about Lafayette and Acadiana and their monetary value.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 1 new member and 22 renewals for the month of **January** and 412 members.

Ms. French reported that the **February** LCVC Membership Luncheon was held at Home2 Suites by Hilton on February 14th with approximately 66 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that LCVC is working with UL Lafayette on two events coming up in Houston.

Mr. Berthelot reported that the search committee for the Asst. Secretary of Tourism has submitted two names to the Lt. Governor for consideration.

Mr. Berthelot reported that Zydeco Marathon organizers were unable to move the event to Mardi Gras next year because of logistics.

Mr. Berthelot reported that the "Only in Louisiana Cajun and Creole Grammy Celebration" in New York City was a tremendous success with 150 attendees including nearly 80 members of the media.

Mr. Berthelot reported that he met with Cycle Zydeco organizers to discuss final marketing pushes, as well as the plan for Bernard Hinault pre-event.

Mr. Berthelot reported that Curmudgeon Films has agreed to film three movies in Lafayette Parish in 2018.

Mr. Berthelot reported that a host committee has been formed for the Music Cities Convention that Lafayette is hosting in October.

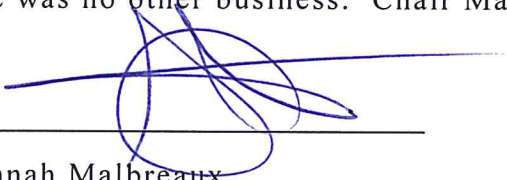
Mr. Berthelot reported that he had a follow-up meeting with Planning, Zoning, and Codes and their attorney regarding short term rentals and a potential local ordinance.

Mr. Berthelot reported that Lafayette will be represented at SXSW in March, including an official showcase.

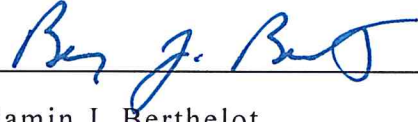
Mr. Berthelot reported that he is waiting for an official answer from the National Fast Pitch Championship organizers for the bid submitted.

OTHER BUSINESS

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



Susannah Malbreaux
Chair



Benjamin J. Berthelot
President & CEO