

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD FEBRUARY 24, 2021

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met in person at 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, Chair, Amos Batiste, Vice-Chair, Patrick Hardy, Treasurer, Brenda Trahan, Jimmy Thackston, Jim Doré, Nayan Patel and Ricky Patel.

Commissioner Schilling was absent due to business.

Special Guest: Anita Begnaud, Downtown Development Authority

CALL TO ORDER

Chair O'Meara called the meeting to order.

MINUTES FROM JANUARY 20, 2020

Commissioner Trahan motioned to accept the **January 20, 2020** minutes as written. The motion was seconded by Commissioner R. Patel. There was no public comment. Motion carried.

JANUARY FINANCIAL STATEMENT REPORTS

Chair O'Meara presented the financial report for the month of **January**.

Commissioner Thackston motioned to approve the **January** financial report as presented by Chair O'Meara. The motioned was seconded by Vice-Chair Batiste. There was no public comment. Motion carried.

NEW BUSINESS

GUEST ANITA BEGNAUD

Chair O'Meara introduced Anita Begnaud with Downtown Development Authority to give a presentation about a proposed project for wayfaring signage. Ms. Begnaud gave a PowerPoint presentation on the proposed wayfaring signage and where and how it would be implemented. Ms. Begnaud requested a funding match for the first phase of the project in the amount of \$55,000.

After a discussion, Commissioner Trahan motioned to approve a one-time match of \$55,000 for the Downtown Development Authority wayfaring signage project. Commissioner Thackston seconded the motion. There was no public comment. Motion carried.

5 YAYS: J. Thackston, A. Batiste, B. Trahan, J. O'Meara, P. Hardy

3 NAYS: J. Doré, R. Patel, N. Patel

1 ABSENT: C. Schilling, II

2021 ANNUAL REPORT AND MARKETING PLAN

President & CEO Berthelot introduced staff members to give the Communication, Convention & Creative Department reports. Each department head reviewed 2020 actuals and 2021 goals and strategies.

PRESIDENT & CEO's REPORT

Mr. Berthelot announced that LCVC received PPP funding in the amount of \$240,000.

Mr. Berthelot reported that he attended a news conference with the LCG Parks and Recreation Department to announce 3 new events: Ragin' Cajun Volleyball Tournament, TX/LA Football Game and the Kordell Steward Football Camp.

Mr. Berthelot announced that the LHSAA Marsh Madness Semi-finals have been confirmed for the Cajundome March 8-10.

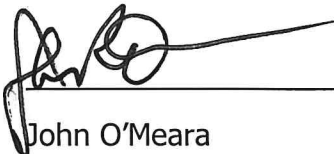
Mr. Berthelot reported that Madi DeJean has been hired as the new part-time Social Media Manager to replace Michelle Colon, who left to work with Sound Diplomacy.

Mr. Berthelot reported that he toured the new Lafayette Regional Airport terminal with Commissioners Batiste and Thackston and will set up tours for the rest of the Commissioners.

Mr. Berthelot reported that the Mardi Gras for Y'all virtual event put on by NOLA.com and the Advocate appeared to be a success and that Lafayette was featured several times.

Mr. Berthelot reported that Pam Deville from the Cajundome is scheduled to attend the March LCVC Board Meeting.

There was no other business. Chair O'Meara adjourned the meeting.



John O'Meara
Chair



Benjamin J. Berthelot
President & CEO