

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JANUARY 16, 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 Susannah Malbreaux.

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

CALL TO ORDER

Chair Hvasta called the meeting to order.

MINUTES FROM DECEMBER 19, 2018

Treasurer O'Meara motioned to accept the **December 2018** minutes as written. The motion was seconded by Commissioner Malbreaux. There was no public comment. Motion carried.

DECEMBER FINANCIAL STATEMENT REPORT

Treasurer O'Meara presented the **December and 2018 year-end** financial statement reports to Commissioners. Commissioner Thackston motioned to approve the **December and 2018 year-end** financial report as presented by Treasurer O'Meara. The motion was seconded by Commissioner Malbreaux. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOURISM DEPARTMENT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that Gastaldi, a French tour company, recently conducted a familiarization tour of Lafayette for a group tour scheduled for 2 nights in May for 135 people. She also reported on interest and programming for Lafayette from Australia, Belgium, France, Germany, Switzerland and the United Kingdom for the 2018/2019 season.

Ms. Mitchell reported on upcoming marketing opportunities including American Bus Association, NAJ Receptive Tour Operator, Travel South Domestic Showcase, International Tourism Berlin, Heritage Clubs International Peer Group, Western Canada Sales Mission and Active America China.

CONVENTION DEPARTMENT

Mike Roebuck, Chief Sales Officer, reported that the Convention Department sent out 7 leads to area hotels in the month of **December**, with 4 major leads coming from the Louisiana Baptist Women's Conference, Association of Municipal Secretaries, Louisiana Library Association and the Louisiana Municipal Association. He reported the department had 6 bookings in **December** with an economic impact of \$3.62 million.

Mr. Roebuck reported on **December** activities in the department that included the sales mission to Baton Rouge, site tours with Sugar Bert Boxing, coordination for the FC Barcelona Soccer Camp and the USSSA Memorial Day tournament.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that 10 print ads were placed in the month of **December** with 6 ongoing active digital ads. Mr. Guidry reported the metrics from www.LafayetteTravel.com, according to Simpleview, and noted there were 53,455 site sessions in the month of **December**.

Mr. Guidry also reported that according to Meltwater, articles currently in circulation about Lafayette and the Acadiana area had an economic value of \$373,569.91 for the month of **December**.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 12 renewals in the month of **December** with 443 members. Ms. French reported the revenue for **December** was \$300.00 and \$22,275 for the year-to-date.

Ms. French reported that the **January** Membership luncheon was held on January 9 at Lagneaux's Restaurant with approximately 54 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that new office space remodeling project will be sent out to bid again which will delay the finish date by approximately 30 days.

Mr. Berthelot reported that LCVC is again sponsoring Cinema on the Bayou that will begin next week at Acadiana Center for the Arts and run for eight days.

Mr. Berthelot reported that plans for the "Bienvenu a Lafayette Hospitality Suite" for the Washington Mardi Gras are finalized and he will represent LCVC at the event.

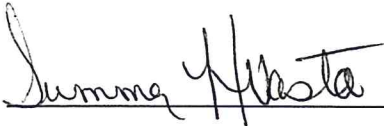
Mr. Berthelot reported that since the state is hosting a Grammy event in Los Angeles this year, LCVC will not need to plan an event.

Mr. Berthelot reported that plans are being finalized for SXSW with the Lafayette Live event, the Buddy Holly Foundation event and the Official SXSW Lafayette showcase.

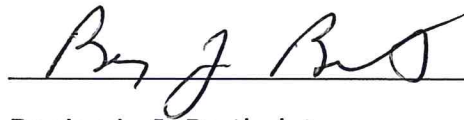
Mr. Berthelot reported that the Cajundome Convention Center has been secured for the Louisiana Seafood Cook-off, which will be held June 18 in conjunction with the "Taste of Eat Lafayette" kick-off.

Mr. Berthelot reported that since the Eat Lafayette campaign has been taken in-house, meetings with sponsors and the new advisory board are being set up for early February.

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



Summer Hvasta
Chair



Benjamin J. Berthelot
President & CEO