

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JANUARY 20, 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, Patrick Hardy, Treasurer, Jimmy Thackston, Jim Doré, Nayan Patel and Ricky Patel. Brenda Trahan joined the meeting via phone.

Commissioners Schilling and Batiste were absent due to business.

CALL TO ORDER

Chair O'Meara called the meeting to order.

MINUTES FROM DECEMBER 16, 2020

Commissioner Hardy motioned to accept the **December 16, 2020** minutes as written. The motion was seconded by Commissioner R. Patel. There was no public comment. Motion carried.

DECEMBER FINANCIAL STATEMENT REPORTS

Treasurer Hardy presented the financial report for the month of **December**.

Commissioner Thackston motioned to approve the **December** financial report as presented by Treasurer Hardy. The motioned was seconded by Commissioner R. Patel. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOUR & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism, reported that Lafayette participated and hosted (with Travel South USA and LOT), a French Louisiana webinar training for 170 tour operators in Europe. Ms. Mitchell also reported that 45 tour operators and journalists attended a virtual presentation with Deep South USA states Zoom happy hour call.

Ms. Mitchell reported that she earned her Certified Travel Industry Specialist (CTIS) certification and maintained a 4.0 in all course work.

Ms. Mitchell reported that YaYa Louisiana Tours & Travel recently toured Vermilionville and Downtown Lafayette.

Ms. Mitchell reported she completed trade show follow ups for National Tour Association, Ontario Motorcoach Association and Deep South German and mailed Christmas cards to the top 50 clients and prospective clients in **December**.

Ms. Mitchell reported that Irene Hodge had 2 good prospects in **December** with Anderson Travel and Nodaway Valley Bank Ambassadors Club.

Ms. Mitchell reported that 543 visitors signed the register at the Lafayette Visitor Center and volunteers worked a total of 156 hours for the month of **December**.

CONVENTION DEPARTMENT

Mr. Roebuck reported that 9 leads were sent to area hotels and 6 conventions, meetings, and/or sports events turned definite in the month of **December** with an economic impact of \$1.1 million.

Mr. Roebuck reported notable leads included Jr. Beta and Elementary (3,500 rooms for 2022), Azalea Society America (100 rooms, March 2022), 2D Sports Baseball (375 rooms for July 2021), Perfect Game (800 rooms for February-March 2021) and Senior Softball (430 rooms for February 2021).

Mr. Roebuck reported highlights for **December** were LASBO rebooking for 2023, TX-LA Youth Football Showcase (January 2021) and BSRC with Perfect Game for 2021 season.

Mr. Roebuck reported that \$6,189,240.00 of business was lost or cancelled in the month of **December** for future dates.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, was absent from the meeting. Mr. Berthelot gave the Communications Department report on his behalf. Mr. Berthelot reported on digital ads promoted in **December** and website, blog, and social media metrics.

Mr. Berthelot reported that articles written about Lafayette Parish and Acadiana for 2021 had an ad value of \$12,255,214.89.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 1 renewal for the month of **December** for a total of 425 members. Ms. French reported LCVC membership revenue for year-to-date was \$16,250.00.

Ms. French reported the **January** LCVC Membership Luncheon was held at Vermilionville on January 13th and had approximately 33 attendees.

PRESIDENT & CEO's REPORT

Mr. Berthelot reported that LCVC received a \$125,000 grant from the Louisiana Office of Tourism to be used for marketing before June 2021.

Mr. Berthelot reported that he recently attended the groundbreaking for the Holy Rosary Restoration Project that will include plans for an African American museum.

Mr. Berthelot reported that he is working with *The Advocate* on their virtual Mardi Gras 3-day event on NOLA.com.

Mr. Berthelot reported that LCVC has confirmed participation with Terrance Simien for his virtual Mardi Gras show which will be held on Mardi Gras day at Vermilionville.

Mr. Berthelot reported that Festival International has reached out to LCVC to collaborate again on their virtual Festival this year.

Mr. Berthelot reported that he met with Tim Metcalf who is the new owner of Prejean's Restaurant.

Mr. Berthelot reported that he was asked to serve on the Executive Committee of the Lafayette International Center Foundation board.

Mr. Berthelot reported that Charlie Goodson contacted him about hosting the Pete Nelson crew that is building the treehouse at the Horse Farm.

Mr. Berthelot reported that he listened in on the Advocate's Economic Roundtable that took place recently.

Mr. Berthelot reported that LCVC formed a marketing a partnership with the LA Krewe professional soccer team, which is based in Lafayette.

Mr. Berthelot announced that LCVC has become eligible for PPP funding thanks to advocacy efforts on the Federal level.

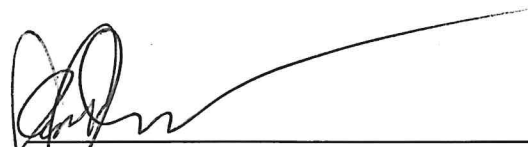
NEW BUSINESS

Mr. Berthelot reported that he met with Mayor-President Guillory to discuss the possibility of hosting the Top 28 Basketball Championships in March. A discussion took place to consider costs involved.

Mr. Berthelot presented a resolution to the board authorizing the President & CEO of the Lafayette Convention & Visitors Commission to enter into and sign contracts on behalf of the Lafayette Convention & Visitors Commission. Treasurer Hardy motioned to accept the resolution authorizing the President & CEO, Benjamin J. Berthelot of the Lafayette Convention & Visitors Commission to enter into and sign contracts on behalf of the organization. The motion to accept the resolution was seconded by Commission Doré. There was no public comment. Motion carried.

The resolution was declared adopted. YEAS: R. Patel, N. Patel, J. Thackston, J. Doré, P. Hardy, J. O'Meara. NAYS: 0, ABSENT: C. Schilling, II, A. Batiste, B. Trahan.

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



John O'Meara
Chair



Benjamin J. Berthelot
President & CEO