

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JANUARY 23, 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, Vice-Chair Summer Hvasta, Treasurer Matt Roth, Sid Williams, Amos Batiste and John O'Meara.

Commissioners Trahan, Schilling and Thackston were absent due to business.

CALL TO ORDER

Chair Malbreaux called the meeting to order.

MINUTES FROM DECEMBER 13, 2017

A motion was made by Commissioner O'Meara to accept the **December 2017** minutes as written. The motion was seconded by Vice-Chair Hvasta. There was no public comment. Motion carried.

DECEMBER FINANCIAL STATEMENT REPORT

Treasurer Roth presented the **December** financial statement report to Commissioners. Commissioner O'Meara motioned to approve the **December 2017** financial statement as presented by Treasurer Roth. The motion was seconded by Commissioner Batiste. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOURISM & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that she attended the National Tour Association marketplace and had 30 prescheduled appointments with tour operators.

Ms. Mitchell reported on various familiarization tours including, Gowanda Tours, Ritz Carlton Concierge and Lone Star College.

Ms. Mitchell reported on the VIP Mardi Gras Experience that is scheduled for February 10-13 in downtown Lafayette.

Ms. Mitchell reported on upcoming marketing opportunities including, NAJ's RTO Summit West, ITB Berlin, Travel South Domestic Showcase and Active America China.

Ms. Mitchell also reported on other meetings, leads and requested information that was sent out.

CONVENTION DEPARTMENT

Mike Roebuck, Chief Sales Officer, reported that Lafayette hosted 20 events in **December** and booked 31.

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 that he conducted the first quarterly Director of Sales meeting and 14 hotels were represented.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that 23 print and digital ads were placed in **December**. Mr. Guidry reported on social media and website traffic statistics and growth we are experiencing in traffic.

MEDIA RELATIONS & SPECIAL PROJECTS

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported on the Music Cities and Canadian Traveller press releases that were sent out recently.

Ms. Strenge reported that she will be attending the International Media Marketplace and the New York Times Travel Show, as well as the Grammy event in New York. She also reported that while in New York, LCVC, Natchitoches and the Alexandria CVB will host a tour operator luncheon in on January 28.

Ms. Strenge reported the first quarter Communiqué newsletter and the new Member Connection e-newsletter have been sent out.

Ms. Strenge reported that she will be escorting eight journalists during Mardi Gras that will include parades, a Courir de Mardi Gras, a boucherie, fais do do, restaurants, swamp tour, live music and other attractions.

Ms. Strenge also gave updates on media previously hosted and results.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 18 renewals for the month of **December** and 415 members.

Ms. French reported that the **January** LCVC Membership Luncheon was held at Don's Seafood & Steakhouse on January 10 with approximately 61 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that LCVC is helping sponsor Cinema on the Bayou which runs from January 24-31.

Mr. Berthelot reported that Chief Sales Officer Mike Roebuck will represent LCVC at the Bienvenu a Lafayette Hospitality Suite for the Washington, DC Mardi Gras.

Mr. Berthelot reported that he was able to secure an \$18,000 grant from the Louisiana Office of Tourism and Office of Arts for the Grammy Event in New York featuring the Lost Bayou Ramblers and Dwayne Dopsie.

Mr. Berthelot reported that plans are being finalized for the Lafayette Showcase at SXSW in Austin, and that he was able to secure an \$8,000 grant from the Louisiana Department of Economic Development.

Mr. Berthelot reported that costs for the VIP Mardi Gras Experience in downtown Lafayette have been cut in half after switching to a new vendor.

Mr. Berthelot reported that the Cajundome Convention Center has been secured for the Louisiana Seafood Cook-off, which will be held June 19 in conjunction with the taste of Eat Lafayette Kickoff.

Mr. Berthelot reported that he is working with Kate Durio and the CREATE initiative to put a host committee together for the Music Cities Convention.

Mr. Berthelot reported that the 2018 LCVC Budget was formally accepted and approved by the City-Parish Council on Tuesday, January 10.

Mr. Berthelot reported that he has been meeting with Mayor-President Robideaux and other partners to see how to capitalize on tax credits and incentives available from the state on films shot outside of New Orleans.

Mr. Berthelot reported that he is working with organizers of the Swamp in the City Festival that will take place in New York in May, where Lafayette will be prominently featured.

Mr. Berthelot reported that he met with organizers of the Southern Board Game Festival and will continue to work with them to help grow the event.

Mr. Berthelot announced that LCVC received a Louey Award from the Louisiana Travel Promotion Association for the Outstanding Event of the Year for the Golden Gloves National Championship.

Mr. Berthelot reported that he is on the search committee for the new Assistant Secretary of Tourism.

NEW/OLD BUSINESS

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

Susannah Malbreaux
Chair

Benjamin J. Berthelot
President & CEO