

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JULY 18, 2018

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 was the board of Commissioners as follows: Susannah Malbreaux, Chair Summer Hvasta, Vice-Chair, Matt Roth, Treasurer, John O'Meara and Jimmy Thackston.

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

CALL TO ORDER

Chair Malbreaux called the meeting to order.

DEPARTMENTAL REPORTS

TOURISM DEPARTMENT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that Kaylie LeBlanc attended Travel Alliance Partners (TAP) in Atlantic City and met with 27 premier tour operators from the U.S. and Canada.

Ms. Mitchell reported on the Shore Excursions of America site visit, which is looking to increase their tours to Lafayette from Baton Rouge for day trips to be continued in 2019 and possibly adding overnights to Lafayette by 2020.

Ms. Mitchell gave an update of meetings and functions attended, leads and requested information sent out and upcoming tourism opportunities.

Ms. Mitchell reported that Texas, Alabama and Florida were the top 3 visiting states and France, Canada and Sweden were the top 3 visiting countries for the month of **June**.

CONVENTION DEPARTMENT

Mike Roebuck, Chief Sales Officer, introduced Jess Henry, the new Senior Sales Director for the Convention Department. Ms. Henry shared her background and experience with the LCVC board.

Mr. Roebuck reported that the Convention Department has sent out 114 leads to area hotels for the year-to-date, and stated it was a 39% increase compared to last year at the same time. He also reported on notable leads sent, events and other **June** activities and meetings.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, was absent due to his attendance at the Digital Summit in Denver. Mr. Berthelot gave the Communications Department report on his behalf. Mr. Berthelot reported that 9 print and 18 digital ads were placed in the month of **June**. Mr. Berthelot reported that www.LafayetteTravel.com had 65,092 site sessions in **June**. Mr. Berthelot also reported on statistics from ADARA, which tracks internet users on their searches, clicks on ads and subsequent bookings in Lafayette.

MEDIA RELATIONS & SPECIAL PROJECTS

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported that *American Way Magazine* is doing a 20-page spread on Louisiana where Lafayette is one of the cities featured.

Ms. Strenge reported that she contacted the winner of the Gator by the Bay sweepstakes and is in the process of securing a hotel for the requested dates.

Ms. Strenge reported that Chef Ryan Trahan, newly crowned "King of Seafood", will be participating in the Louisiana Culinary Trails event in Nashville, along with Madonna Broussard of Laura's II.

Ms. Strenge reported that the 2018 ESSENCE Festival attracted more than 510,000 attendees to New Orleans where Lafayette had a presence on July 7 and Lil' Nate & the Zydeco Big Timers were the featured entertainment.

Ms. Strenge reported that Lafayette is partnering with the City of Caribou, Maine to cross promote bike events.

Ms. Strenge also reported on hosted media and journalists, as well as statistics from the Meltwater Report which calculated \$1,039,785 of ad value on articles published about Lafayette and the Acadiana area in **June**.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 3 new members and 27 renewals for the month of **June** with 455 members for a total revenue of \$2,550.00 for the month and \$13,025.00 for year-to-date.

Ms. French reported that the **July** LCVC Membership luncheon was held at Social Southern Table on July 11 with approximately 57 in attendance.

2017 ANNUAL AUDIT REPORT

Mr. Berthelot introduced Russell Champagne, CPA, of Champagne & Company to present the 2017 LCVC Audit Report.

Mr. Champagne reported that LCVV received a favorable audit report. Mr. Champagne also reported on the new Louisiana Legislative Auditor's agree-upon procedures that took effect in June 2017 that drastically changed accounting procedures for public agencies.

Treasurer Roth motioned to accept the 2017 LCVV Audit Report as presented by Mr. Champagne. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

JUNE FINANCIAL STATEMENT REPORT

Mr. Champagne also presented the **June** financial statement report to Commissioners. Commissioner Thackston motioned to approve the **June** financial report as presented by Mr. Champagne. The motion was seconded by Vice-Chair Hvasta. There was no public comment. Motion carried.

MINUTES FROM JUNE 20, 2018

Vice-Chair Hvasta motioned to accept the **June** 2018 minutes as written. The motion was seconded by Commissioner O'Meara. There was no public comment. Motion carried.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that the Lafayette Visitors Enterprise recipients have been chosen and that checks for 75% of the grant had been sent out to the organizations, with the remaining 25% to be sent once projects are finished.

Mr. Berthelot announced that Frontier Airlines will be providing direct flights to and from Orlando and Denver beginning in the fall.

Mr. Berthelot reported that he was interviewed by American Airlines magazine for their upcoming article.

Mr. Berthelot reported that plans are being finalized for the Ragin' Cajun Experience with partners UL Lafayette Athletics and the Alumni Association for away football games.

Mr. Berthelot reported that he met with Mark Falgout to do a re-cap of the first SOLO Festival and discuss marketing opportunities for next year's festival.

NEW BUSINESS

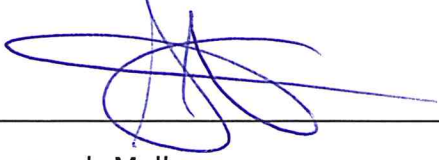
Mr. Berthelot discussed the proposed terms for the lease of the warehouse space at 1100 Lafayette Street with Commissioners. Treasurer Roth motioned to approve executing the cooperative endeavor agreement with Lighthouse Productions. The motion was seconded by Commissioner O'Meara. There was no public comment. Motion carried.

Mr. Berthelot proposed to provide the same benefits for full-time employees of Gateway Foundation of Acadiana as LCVV employees. Vice-Chair Hvasta motioned to approved

providing the same benefits to full-time Gateway Foundation of Acadiana employees as LCVC employees. The motion was seconded by Commissioner O'Meara. There was no public comment. Motion carried.

OTHER BUSINESS

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



Susannah Malbreaux
Chair



Benjamin J. Berthelot
President & CEO