

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JULY 20, 2022

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: Patrick Hardy, Chair, Jim Doré, Vice-President, Ricky Patel, Treasurer, Chris Alack, Dr. Vincent June, John O'Meara and Gerald Breaux.

Commissioners Trahan and N. Patel were absent due to other obligations.

CALL TO ORDER

Chair Hardy called the meeting to order.

MINUTES FROM REGULAR MEETING JUNE 29, 2022

Commissioner O'Meara motioned to accept the **June 29, 2022**, regular meeting minutes as written. Treasurer R. Patel seconded the motion. There was no public comment. Motion carried.

JUNE FINANCIAL STATEMENT REPORT

Treasurer R. Patel presented the **June** financial statement report to Commissioners. Commissioner Breaux motioned to approve the **June** financial statement report presented by Treasurer R. Patel. Commissioner Alack seconded the motion. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOUR & TRAVEL

Eugenie Mitchell, Vice-President of Tourism Sales reported that she attended IPW and had 63 trade appointments along with 2 area partners.

Ms. Mitchell reported that 6 groups have confirmed for the VIP Mardi Gras Experience for 2023.

Ms. Mitchell reported that a familiarization tour for hospitality industry workers and members took place during National Tourism Week in May, and she reported on the Heritage Clubs board meeting and site inspections with Rey Royal Tours.

CONVENTIONS, MEETING AND ATHLETICS

Jess Henry, Vice-President of Convention Sales, reported 4 definite bookings and 11 leads were sent out in the month of **June**.

Ms. Henry reported on notable leads for the second quarter including the Louisiana Fire Chiefs Association with 415 room nights for March 2023, Louisiana Health Information Systems with 150 room nights for March 2024, and Cowart Swamp Softball National's with 1,200 room nights for November 2022.

Ms. Henry reported on ongoing sales initiatives that included Spotlight on Southeast, New Orleans Sales Calls, Huddle Up, U.S. Olympic Camps and Student Youth Travel Association.

Ms. Henry also reported on sales targets that included LHSAA Powerlifting, HOGS, USA Boxing, Sr. Beta and the Founder's Tour.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported on advertising with AJR, Datafy and the Daily Advocate. Mr. Guidry specified that there were 834,088 total impressions for the Mardi Gras campaign and 2,188,428 total impressions for Festival International.

Mr. Guidry reported on session rates on the website as well as the progress on e-mail marketing using Constant Contact. Mr. Guidry also reported metrics from the social media platforms and stated that Lafayette Travel has 61,000 followers on Facebook, 17,600 followers on Instagram and 2,580 followers on Twitter.

Mr. Guidry reported that Lafayette hosted 9 journalists in the 2nd quarter of 2022 and many of articles have already been published from those visits.

CREATIVE DEPARTMENT

Ben Berthelot, President & CEO gave the Creative Department report on behalf of Vice-President of Creative, Lance LeBlanc. Mr. Berthelot reported on digital and printing projects that included the Eat Lafayette Kick-off and Passport, National Tourism Week, the Allons Journal, Boudin Trail brochure, quarterly newsletter, and new profile sheets.

Mr. Berthelot also reported on creative grants that Mr. LeBlanc worked on for the 2nd quarter that included Shadows-on-the-Teche and the Juneteenth Celebration.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported there were 8 new members and 322 renewals in the 2nd quarter for a total membership of 378. She reported that 2nd quarter membership revenue was \$19,025 compared to \$17,050 for the 2nd quarter of 2021. Ms. French reported that the last membership luncheon was held on July 13 at Rock 'n Bowl with 42 in attendance.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, reported that the Visitor Enterprise Grant funding process is complete, and grantees have been notified.

Mr. Berthelot reported that Jill Kidder has been named the new CEO at Visit Baton Rouge and that he is on the search committee to find the new CEO for the Louisiana Travel Association to take her place.

Mr. Berthelot reported that Jesse Guidry, Lance LeBlanc and he are in the process of interviewing candidates for the vacant Social Media Manager position and are looking at some excellent candidates.

Mr. Berthelot reported that Lafayette Travel sponsored a luncheon for the Southeast USA Spotlight meetings, and he was able to welcome attendees and talk about the excellent product in the region.

Mr. Berthelot reported that Sadie French and he will be meeting with Lowell Duhon to review the accounting department needs while she is out on maternity leave.

Mr. Berthelot reported that 2023 is the Bicentennial for the City of Lafayette and LCVC will be assisting with details for the year in some capacity.

Mr. Berthelot reported there is interest from the National Folk Festival for Lafayette to host it in Lafayette Parish for 2023-2024. He reported that organizers have reached out to Festival International to discuss.

NEW BUSINESS

Mr. Berthelot presented a resolution to the board authorizing the President & CEO to enter into and sign contracts on behalf of the Lafayette Convention & Visitors Commission as it relates to all matters pertaining to ACT 199, including but not limited to the Lafayette Convention & Visitors Commission's Cooperative Endeavor Agreement.

Vice-President Doré motioned to approve the resolution to authorize the President & CEO, Benjamin J. Berthelot, to enter into and sign contracts on behalf of the Lafayette Convention & Visitors Commission as it relates to all matters pertaining to ACT 199, including but not limited to the Lafayette Convention & Visitors Commission's Cooperative Endeavor Agreement. The motion was seconded by Commissioner O'Meara. There was no public comment. 7 YEAS, 0 NAYS, ABSENT: B. Trahan, N. Patel. Resolution was declared ADOPTED on the 20th day of July 2022.

OLD BUSINESS

Mr. Berthelot gave a 6-month review of the 5-Year Strategic Plan to Commissioners.

There was no other business. Commissioner Breaux motioned to adjourn the meeting. Chair Hardy adjourned the meeting.



Patrick Hardy
Chair



Benjamin J. Berthelot
President & CEO