

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JULY 24, 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, Susannah Malbreaux, Amos Batiste, and Jimmy Thackston.

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

CALL TO ORDER

Chair Hvasta called the meeting to order.

MINUTES FROM JUNE 19, 2019

Treasurer O'Meara motioned to accept the **June 2019** minutes as written. The motion was seconded by Commissioner Malbreaux. There was no public comment. Motion carried.

JUNE FINANCIAL STATEMENT REPORT

Treasurer John O'Meara presented the **June 2019** financial statement reports to Commissioners. Commissioner Batiste motioned to approve the **June** financial report as presented by Treasurer O'Meara. The motion was seconded by Commissioner Thackston. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOURISM AND CONVENTION DEPARTMENT REPORTS

Eugenie Mitchell, Vice-President of Tourism Sales, reported on the IPW (International Pow Wow) appointment-based marketplace, where the team met with 38 pre-scheduled appointments at the Lafayette booth and an additional 44 pre-scheduled appointments with the Louisiana Office of Tourism booth.

Ms. Mitchell reported on the Gastaldi USA Top Client (France, Belgium, Italy) FAM tour that LCVC hosted June 13-14.

Ms. Mitchell also reported on the Travel South China Sales Mission where the team met with a total of 156 tour operators through specialized events, presentations and sales calls.

Ms. Mitchell reported on meetings and functions attended, as well as leads, RFP's and requested information that was sent out to various domestic and international groups.

CONVENTION DEPARTMENT

Mike Roebuck, Chief Sales Officer, reported that 13 leads were sent to area hotels in the month of **June**, with 7 definite, 3 assists, 40 outside definite and 24 tentative for an economic impact of \$3.93 million and a year to date total of \$32.3 million economic impact.

Mr. Roebuck reported the notable leads sent out included the Louisiana Elks Association 2021/2022 (160 rooms each year), Louisiana Tennis Association 2019 (415 rooms), American Institute of Architects 2020 (150 rooms) and Ladies of Distinction 2020 (480 rooms).

Mr. Roebuck also reported on high notes for the month of **June** for the Convention Department that included the FC Barcelona Camp, the FEA tradeshow, Military Reunion Network, site tours for LASBO 2021/2022 and the Triple Crown Sports Softball Tournament that was confirmed for April 2020.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that 6 print ads were placed in the month of **June** with 42 ongoing active digital ads. Mr. Guidry reported the metrics from www.LafayetteTravel.com, according to Simpleview, and noted there were 60,887 site sessions, 49,367 users, 99,243 page views in the month of **June**.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 6 new members and 47 renewals in the month of **June** with 433 members.

Ms. French reported that the **July** Membership luncheon was held on July 10th at Social Southern Table, with approximately 56 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that Lafayette Visitor Enterprise Fund grant applications are near completion and notifications should be sent out in the next few weeks.

Mr. Berthelot announced that LCVC has been reaccredited by Destinations International, the national organization for Destination Marketing Organizations. He reported that the Lafayette Convention & Visitors Commission was the first CVB to be accredited in Louisiana in 2008.

Mr. Berthelot reported that he signed off on \$62,000 in change orders for the Evangeline Galleries Building, including drainage along the north side of the building and new parking lot.

Mr. Berthelot reported that CREATE is putting together the first Eat Lafayette Chef's Table.

Mr. Berthelot reported that LCVC will once again partner with LEDA, LCG, One Acadiana and LUS Fiber for a tailgate spot for the UL-Lafayette football season.

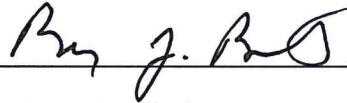
NEW BUSINESS

Mr. Berthelot reported on the passing of Lorraine Billeaud, a well-known local horticulturist who served on the original Gateway Foundation and a suggestion from our current groundskeeper to honor Ms. Billeaud in the gardens at the Visitors Center. He also brought up the idea of honoring all former commissioners along with the past Executive Director in some capacity in the administrative building. Treasurer O'Meara made a motion that was seconded by Commissioner Batiste. There was no public comment. Motion Carried.

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



Summer Hvasta
Chair



Benjamin J. Berthelot
President & CEO