

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JULY 27, 2017***

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: Susannah Malbreaux, Vice-Chair, Matt Roth, Buddy Schilling, Amos Batiste and Sid Williams.

Commissioners Hvasta, Thackston, Trahan and O'Meara were absent due to business.

***CALL TO ORDER***

Vice-Chair Malbreaux called the meeting to order.

***INTRODUCTION OF NEW STAFF MEMBERS***

President & CEO Berthelot introduced Alex Labat, Director of Online Engagement and Kaitlynn Broussard, Advertising & Membership Manager to Commissioners.

***DEPARTMENTAL REPORTS***

***TOURISM & VISITORS REPORT***

Eugenie Mitchell, Vice-President of Tourism Sales, was absent due to hosting a familiarization tour. President & CEO Berthelot presented the Tourism & Visitors Department report for **June** on her behalf. Mr. Berthelot announced that Kaylie LeBlanc has filled the position of Tourism Sales Director. He reported on Spotlight on Southeast, Rey Royal, Condor and Marshall Thompson familiarization tours, as well as leads sent out.

***CONVENTION DEPARTMENT***

Karen Primeaux, Vice-President of Convention & Sports Sales was absent due to vacation. Mr. Berthelot presented the Convention Department report on her behalf. He reported that 48 events were booked in **June** and 34 hosted. Mr. Berthelot announced confirmations for the Jr. Beta Convention for 2019, Future Business Leaders of America (FBLA) 2019-2020, Louisiana Solid Waste 2019-2020, Louisiana Beekeepers Association and LHSAA Golf Championship 2018.

***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications, reported on advertising and social media metrics. Mr. Guidry reported on his annual continuing education at the Digital Summit in Denver that was hosted by Vertical measure.

***MEDIA RELATIONS & SPECIAL PROJECTS***

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported that the bid to host the 2019 Southeastern Outdoor Press Association was received and Lafayette is hosting a site visit on August 14.

Ms. Strenge reported that a winner was chosen from attendees at the Gator by the Bay through a sweepstakes sponsored by Lafayette Travel. She also reported on the Louisiana Culinary Trails Facebook sweepstakes.

Ms. Strenge reported that she is finalizing the details of the Midwest Travel Journalists Association fall conference.

Ms. Strenge also reported on media hosted in **June** as well as results, according to the Meltwater and Trendkite Reports, from articles written by journalists previously hosted.

### ***MEMBERSHIP DEPARTMENT***

Felicia Duhon, Controller, was absent from the meeting due to laryngitis. Mr. Berthelot gave the Membership Report on her behalf. He reported that LCVC received 1 new member and 18 renewals for total revenue of \$1,225.00 for the month of **June** and 408 members.

Mr. Berthelot reported that the **July** LCVC Membership Social was held at Ruth's Chris Steakhouse on July 12<sup>th</sup> with approximately 60 in attendance.

### ***MINUTES FROM JUNE 28, 2017***

A motion was made by Commissioner Schilling to accept the **June 2017** minutes as written. The motion was seconded by Commissioner Roth. There was no public comment. Motion carried.

### ***JUNE FINANCIAL STATEMENT REPORT***

Mr. Berthelot presented the **June** financial report to Commissioners. A motion was made by Commissioner Batiste to approve the **June 2017** financial statement as presented by President & CEO Berthelot. The motion was seconded by Commissioner Schilling. There was no public comment. Motion carried.

### ***PRESIDENT & CEO'S REPORT***

Mr. Berthelot reported that the North American Francophone Network meeting in Quebec City, in coordination with the Lt. Governor's sales mission to Quebec City and Montreal, was a success and that Lafayette will host the 2021 rendezvous meeting of the Network.

Mr. Berthelot reported that on Monday, July 24, Mayor-President Robideaux held a news conference to officially announce the rededication of the Public Health millage for drainage and his CREATE initiative.

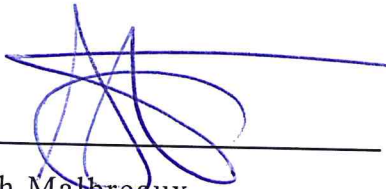
Mr. Berthelot reported he met with the consultants hired by UL on how to enhance the game day experience.

Mr. Berthelot reported that he met with seven of the nine council members regarding AirBnB and the possibility of a local ordinance addressing the taxation issue.

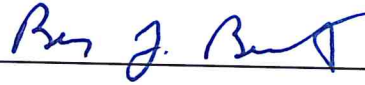
***NEW BUSINESS/OLD BUSINESS***

Mr. Berthelot reported that he met with Johnny Blancher, owner of Rock n' Bowl at the Whitney Bank Building to tour the building.

There was no other business. Commissioner Batiste motioned to adjourn. The motion was seconded by Commissioner Roth. There was no public comment. Motion carried. Vice-Chair Malbreaux adjourned the meeting.



Susannah Malbreaux  
Vice-Chair



Benjamin J. Berthelot  
President & CEO