

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JUNE 19, 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, Susannah Malbreaux, Amos Batiste, Brenda Trahan and Jimmy Thackston.

Commissioners Roth, O'Meara, Schilling and Williams were absent due to prior commitments.

CALL TO ORDER

Chair Hvasta called the meeting to order.

MINUTES FROM MAY 15, 2019

Commissioner Thackston motioned to accept the **May 2019** minutes as written. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

MAY FINANCIAL STATEMENT REPORT

President & CEO Ben Berthelot presented the **May 2019** financial statement reports to Commissioners. Commissioner Batiste motioned to approve the **May** financial report as presented by Mr. Berthelot. The motion was seconded by Commissioner Malbreaux. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOURISM AND CONVENTION DEPARTMENT REPORTS

Eugenie Mitchell, Vice-President of Tourism Sales, was absent due to travel associated with the Travel South China Sales Mission. Mike Roebuck, Chief Sales Officer, presented the Tourism Department report on her behalf.

Mr. Roebuck reported that LCVC hosted Stjernegaard Rejser; Sweet Magnolia Tours, Diamir & TUI Germany and the familiarization tours for National Tourism Week in the month of **May**.

Mr. Roebuck reported that Ms. Mitchell and Kaylie LeBlanc sent out a total of 25 leads for the month of **May**.

CONVENTION DEPARTMENT

Mr. Roebuck reported that 24 leads were sent to area hotels in the month of **May**, with 7 definite, 3 assists, 31 outside definite and 24 tentative for an economic impact of \$10.5 million and a year to date total of \$29.1 million economic impact.

Mr. Roebuck reported the notable leads sent out for 2020 included USA BMX Nationals (2,500 room nights), Triple Crown Sports (800 room nights), Beta Clubs 2021, 2022 (3,000 room nights), LASBO 2021, 2022 (800 room nights), FBLA, 2021 (1,000 room nights). Mr. Roebuck also reported that Lafayette was awarded a National Championships for 2021 (1,400 room nights), that will be announced with a news conference at a later date.

Mr. Roebuck also reported on conferences and tradeshows the Convention Department attended in **May**.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that 8 print ads were placed in the month of **May** with 48 ongoing active digital ads. Mr. Guidry reported the metrics from www.LafayetteTravel.com, according to Simpleview, and noted there were 69,541 site sessions in the month of **May**.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 6 new members and 28 renewals in the month of **May** with 426 members.

Ms. French reported that the **June** Membership luncheon was held on June 12 Ruth's Chris Steakhouse, with approximately 57 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that Lafayette Visitor Enterprise Fund grant applications have been received to be reviewed, and the committee will meet to make recommendations over the next few weeks.

Mr. Berthelot reported that HB 339 regarding the definition of hotel and short-term rentals died during the legislative process.

Mr. Berthelot reported that renovations to the old Evangeline Galleries building continue and progress is being made.

Mr. Berthelot reported a reception was held at Dragos for the participants of the Louisiana Seafood Cook-off by Lt. Governor Nungesser and was well attended.

Mr. Berthelot reported that the Eat Lafayette kick-off reception that was taken in-house was held on June 18 and was a great success.

NEW BUSINESS

Mr. Berthelot requested that the Commissioners consider an investor renewal with One Acadiana for the next three years.

Commissioners discussed the renewal and requested that the director of One Acadiana attend the next board meeting to make a presentation to the board.

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



Summer Hvasta
Chair



Benjamin J. Berthelot
President & CEO