

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JUNE 20, 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: Chair Susannah Malbreaux, Vice-Chair Summer Hvasta, Amos Batiste, Buddy Schilling, Jimmy Thackston and Brenda Trahan.

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

***CALL TO ORDER***

Chair Malbreaux called the meeting to order.

***MINUTES FROM MAY 16, 2018***

A motion was made by Commissioner Thackston to accept the **May 2018** minutes as written. The motion was seconded by Vice-Chair Hvasta. There was no public comment. Motion carried.

***MAY FINANCIAL STATEMENT REPORT***

Vice-Chair Hvasta presented the **May** financial statement report to Commissioners. Commissioner Trahan motioned to approve the **May 2018** financial statement as presented by Vice-Chair Hvasta. The motion was seconded by Commissioner Schilling. There was no public comment. Motion carried.

***DEPARTMENTAL REPORTS***

***TOURISM DEPARTMENT***

Eugenie Mitchell, Vice-President of Tourism Sales, reported her attendance at IPW with Ben Berthelot and Mike Roebuck. She reported that she had 50 pre-scheduled appointments with several walk-ups. She also reported that Lafayette co-sponsored a reception, along with Tabasco and Rey Royal for the French, Belgian and Dutch delegations.

Ms. Mitchell also reported on Kaylie LeBlanc's attendance at Travel Alliance Partners (TAP)

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

Ms. Mitchell reported that the Visitors Center had 1,492 visitors sign the register and that Texas, California and Florida were the top 3 states and France, Canada and Switzerland were the top 3 countries for the month of **May**.

## ***CONVENTION DEPARTMENT***

Mike Roebuck, Chief Sales Officer, reported that the Convention Department sent out 7 leads to area hotels in **May** with 3 definite, 23 assists, 25 outside definite and 36 tentative. He reported that the economic impact for the month was \$6.7 million dollars. Mr. Roebuck reported on leads sent out including 2-D Baseball and Tactical Police Officers Association.

Mr. Roebuck also reported on Irene Hodge's attendance at LSAE and SGMP in Baton Rouge and other **May** activities, including bids submitted and site tours.

## ***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications, reported that 7 print and 12 digital ads were placed in the month of **May**. Mr. Guidry reported that [www.LafayetteTravel.com](http://www.LafayetteTravel.com) had 77,844 site sessions in **May**. Mr. Guidry went on to report all statistics from Google Analytics, especially in social media that included increases in followers, likes and subscribers and new "Allons" blog content.

## ***MEDIA RELATIONS & SPECIAL PROJECTS***

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported that Ryan Trahan of Blue Dog Café was crowned king at the Louisiana Seafood Cook-off that took place during the "Taste of Eat Lafayette" event at the Cajundome Convention Center on June 19.

Ms. Strenge reported that Hope Philbrick (who Lafayette has hosted in the past) is writing for a new blog at FoodieTravelUSA.com and requested 200 words and an image about the Cajun Boudin Trail, which will be included when the site launches.

Ms. Strenge reported that Lafayette was invited to participate in the Reader's Digest search for the Nicest Places in America, which could mean an appearance on Good Morning America.

Ms. Strenge reported that she will be working Lafayette Day at the Essence Festival in New Orleans on July 7 where Lil' Nathan and the Zydeco Big Timers will be the featured entertainment.

Ms. Strenge also reported on hosted media and upcoming media visits and fam tours, as well as statistics from the Meltwater report, which tracks the monetary value (\$84,329.31 in the month of **May**) of articles written on Lafayette and the Acadiana area.

## ***MEMBERSHIP DEPARTMENT***

Sadie French, Controller, reported that LCVC had 8 new members and 70 renewals for the month of **May** with 452 members for a total revenue of \$2,100.00 for the month and \$10,475.00 for year-to-date.

Ms. French reported that the **June** LCVC Membership Social was held at The Grouse Room on June 13th with approximately 42 in attendance.

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

Mr. Berthelot that he is wrapping up the Visitor Enterprise Grants process and will be meeting with the final two committee members this week.

Mr. Berthelot reported that he had a follow-up meeting with LCG regarding the Short-Term Rental Ordinance and has plans to meet with Airbnb officials next.

Mr. Berthelot reported that the Ragin' Cajun Experience plans are moving forward with trial launches at the Mississippi State, Alabama and UL-Monroe games.

Mr. Berthelot reported that LCVC executed a marketing agreement with Les Etoiles, a local children's choir based out of Myrtle Place Elementary School, for their trip to Canada in exchange for support of their performances while in Canada.

Mr. Berthelot reported that Abel+Crozier Architects has been selected to manage the remodeling project for the new office space on Lafayette Street.

Mr. Berthelot reported that he and Mike Roebuck interviewed the final 2 candidates for the Senior Sales Director position and will have a decision soon.

Mr. Berthelot reported that there continues to be a lot of action in the film industry including the movie "Christmas Contract" that is being filmed at Acadian Village.

Mr. Berthelot reported that he is researching ideas for future tenants and/or alternatives for uses of the current Administrative Office Building at the Visitors Center and possibly moving it. He also reported that he may have a potential tenant in the empty warehouse space in the new office building.

## ***NEW BUSINESS***

Mr. Berthelot presented a resolution to the board concerning a cooperative endeavor agreement to lease the warehouse space located at 1100 Lafayette Street.

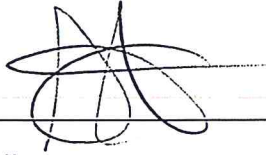
A motion was made by Commissioner Trahan to approve and amend the resolution by Mr. Berthelot to negotiate leasing the warehouse space located at 1100 Lafayette Street. The motion was seconded by Commissioner Schilling. There was no public comment. Motion carried.

Mr. Berthelot presented a resolution to the board concerning his authorization to initiate the process of selling or otherwise disposing of surplus movable property located at 1100 Lafayette Street.

A motion was made by Commissioner Thackston to authorize Benjamin J. Berthelot, President & CEO to initiate the process of selling or disposing of movable property at 1100 Lafayette Street. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

***OTHER BUSINESS***

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



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Susannah Malbreaux  
Chair



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Benjamin J. Berthelot  
President & CEO