

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JUNE 24, 2020

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met via Zoom conference and in the Lafayette Convention & Visitors Commission boardroom, 1100 Lafayette St., Lafayette, LA at 3:15pm.

In attendance were the board of Commissioners as follows: via Zoom: Susannah Malbreaux, Treasurer, Amos Batiste, Buddy Schilling and Brenda Comeaux Trahan. In person John O'Meara, Vice-Chair, Patrick Hardy and Jimmy Thackston.

Commissioner Williams was absent due to illness.

CALL TO ORDER

Vice-Chair O'Meara called the meeting to order and welcomed new Commissioner Patrick Hardy appointed by Mayor-President Guillory.

MINUTES FROM MAY 20, 2020

Commissioner Thackston motioned to accept the **May 2020** minutes as written. The motion was seconded by Commissioner Hardy. There was no public comment. Motion carried.

2019 AUDIT REPORT/MAY FINANCIAL STATEMENT REPORTS

Vice-Chair O'Meara introduced Russell Champagne, CPA, of Champagne & Company to present the 2019 Audit Report as well as the **May** Financial Statement Report. Mr. Champagne stated that the 2019 audit was done offsite due to COVID-19 and requested files were sent to the Champagne & Company office. Mr. Champagne reported on the statement of net position, the required communications letter and the AUP Report. Mr. Champagne reported that there were no compliance findings or management letters as of December 31, 2019.

Mr. Champagne went on to report on the **May** Financial Statement Report and reported on the assets, liabilities and equity for the month of **May** and January-May comparison to annual budget.

Vice-Chair O'Meara motioned to approve the 2019 Audit Report and **May** Financial Statement Report as presented by Mr. Champagne. The motioned was seconded by Commissioner Thackston. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOUR & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that Irene Hodge has been transferred over to the Tour & Travel Department as the Tourism & Convention Services Manager.

Ms. Mitchell reported on Meetings and functions attended. She reported that 11 groups were lost in the month of May due to COVID-19 with a total of 75 lost due to coronavirus concerns.

Ms. Mitchell reported that Insight Vacations tour series confirmed 10 dates for 2021 and Sun Tours confirmed a group for March 25, 2021.

CONVENTION DEPARTMENT

Mike Roebuck, Chief Sales Officer, reported that 16 leads were sent to area hotels and 23 conventions, meetings, and/or sports events turned definite in the month of **May** with an economic impact of \$5.9 million.

Mr. Roebuck reported that 3 conventions, meetings and athletic events were lost in **May 2020** due to COVID-19 for a negative economic impact of \$585,000.00. Mr. Roebuck clarified that these events were counted as the month the cancelation was decided, not necessarily the month the convention would have been held.

Mr. Roebuck reported notable leads included FASA Softball, 1,200 rooms for May-October 2020, FFA Tradeshow 1,200 rooms for June 2025 and LSAA State Golf Championship, 300 rooms for May 2021.

Mr. Roebuck reported that the Convention Department returned to the offices on May 4 with the restructured sales deployment team and they have contacted 1,167 organizations.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that the Communications Department has been concentrating on promoting budget friendly, family friendly and restaurant options on www.LafayetteTravel.com.

Mr. Guidry also reported that an article was recently published about Bread & Circus Provisions and that the story came out of the Mardi Gras Press trip.

Mr. Guidry reported that the Eat Lafayette campaign was launched on Monday, June 22 and the Lafayette Downtown Snackdown continues until July 4 with proceeds benefiting Downtown Lafayette Unlimited.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVF had no renewals for the month of **May** with a total of 433 members. Ms. French reported LCVF membership revenue for year-to-date was \$10,625.00.

Ms. French reported the LCVF Membership Luncheon was held virtually via Zoom on June 6th with approximately 50 attendees.

PRESIDENT & CEO's REPORT

Mr. Berthelot reported that the Visitor Enterprise Grant applications were sent out on June 10 and the deadline to submit is July 1.

Mr. Berthelot reported that the Short-Term Rental Bill passed recently during the legislative session and has been signed by the Governor.

Mr. Berthelot reported that weekly calls continue with the Cornerstone Lobbying Group, who has been hired by the Louisiana Travel Association, to look at possible federal and state funding for the industry as a result of COVID-19.

Mr. Berthelot announced that the Eat Lafayette campaign kicked off with a news conference on Monday, June 22. He reported that has had several meetings and secured over \$50,000 in sponsorships for Eat Lafayette.

Mr. Berthelot reported that LCVC partnered with LEDA and LCG on a survey regarding local citizens and COVID-19 and how locals felt about dining out and attending festivals and events.

Mr. Berthelot reported that Gerald and Helen Breaux were invited to see the new signage for the Gerald P. Breaux Administrative Offices.

Mr. Berthelot reported that the final recommendations have been made as part of the Resilient Louisiana Hospitality Task Force.

Mr. Berthelot reported that the Louisiana Culinary Trails program will move forward for Houston in October.


Mr. Berthelot reported that the LCG Planning Department has an ordinance going before the Council to add Short-Term Rentals into the usage as part of the Unified Development Code.

NEW BUSINESS

Mr. Berthelot requested updates and changes to the LCVC By-Laws and reviewed changes with Commissioners.

Commissioner Batiste motioned to make changes and updates to the LCVC By-Laws as presented by Mr. Berthelot. The motion was seconded by Treasurer Malbreaux. There was no public comment. Motion carried.

There was no other business. There was no public comment. Vice-Chair O'Meara adjourned the meeting.



John O'Meara
Vice-Chair



Benjamin J. Berthelot
President & CEO