

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JUNE 28, 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: Jimmy Thackston, Chair, Susannah Malbreaux, Vice-Chair, Brenda Comeaux Trahan, Matt Roth, Amos Batiste and Sid Williams.

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

***SPECIAL GUEST:*** Russell Champagne, CPA, Kolder, Champagne, Slaven & Company

***CALL TO ORDER***

Chair Thackston called the meeting to order.

***2016 AUDIT AND MAY FINANCIAL STATEMENT REPORT***

Chair Thackston introduced Russell Champagne, CPA of Kolder, Champagne, Slaven & Company to give the 2016 Audit Report and the **May** Financial Statement Report.

Mr. Champagne reported that the 2016 Audit was a clean unmodified report with no findings. Mr. Champagne also gave a report on the **May** Financial Statement Report.

Commissioner Batiste motioned to accept the 2016 Audit Report as presented by Mr. Champagne. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

Vice-Chair Malbreaux motioned to accept the **May** Financial Statement Report. Commissioner Roth seconded the motion. There was no public comment. Motion carried.

***MINUTES FROM MAY 24, 2017***

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

***DEPARTMENTAL REPORTS***

***TOURISM & VISITORS REPORT***

Eugenie Mitchell, Vice-President of Tourism Sales presented the Tourism & Visitors Department report for **May**. She reported on the Thomas Cook Product Development (Germany), Golden Frontier by Catholic Shrine Pilgrimage, Travel 2 America

(Netherlands), Elegant Resorts (England) and Visit USA Switzerland familiarization tours, International Pow Wow, Travel Alliance Partners and presentations to the New Orleans Concierge Association.

### ***CONVENTION DEPARTMENT***

Karen Primeaux, Vice-President of Convention & Sports Sales presented the Convention Department report and reported on the National Golden Gloves Championships, LHSAA Golf Championship and LHSAA bids. She reported that Lafayette Parish won the 2018-2019 LHSAA soccer championships.

### ***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications, was absent due to travel. Mr. Berthelot gave the Communications Report on his behalf. Mr. Berthelot reported on print and digital ads placed, website metrics and the Allons blog. He also went over the numbers from the Simpleview Report.

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

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported on the International Pow Wow Media Marketplace, the Eat Lafayette Kick-off and Louisiana Seafood Cook-off at the Cajundome Convention Center. She also reported on the upcoming Essence Festival Expo at the Ernest N. Morial Convention Center in New Orleans, the Louisiana Culinary Trails sales mission that will be held in November in New York, as well as a bid to host the 2019 Southeastern Outdoor Press Association Conference.

Ms. Strenge also reported on media and journalists in town, as well as the Meltwater and Trendkite reports, which estimate the total dollar amount of editorial received on Lafayette and Acadiana in for month of **May**.

### ***MEMBERSHIP DEPARTMENT***

Felicia Duhon, Controller, gave the Membership Department report. She reported that LCVC received 60 new members (mostly due to Eat Lafayette sign-ups) and 34 renewals for total revenue of \$1,575.00 for the month of **May** and 407 members.

Ms. Duhon reported that the **June** LCVC Membership Social was held at The Grouse Room on June 14<sup>th</sup> with approximately 50 in attendance.

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

Mr. Berthelot reported that seventy-five per cent of the Lafayette Parish Visitor Enterprise funding has been sent out and the remaining twenty-five will be mailed out upon completion of the projects.

Mr. Berthelot reported that LCVC is helping to sponsor the Downtown Lafayette Restaurant and Bar Association's Uncle Sam's Jam on July 3<sup>rd</sup>.



Mr. Berthelot reported that there was a ribbon cutting on Saturday, July 1 for the Broussard Sports Complex.

Mr. Berthelot reported that LCVC assisted the US Travel Association, Louisiana Office of Tourism and the Louisiana Travel Promotion Association in hosting a Travel Talk roundtable discussion with Congressman Clay Higgins on June 19<sup>th</sup> at Acadian Village.

Mr. Berthelot reported that over the last month, several interviews for the new positions (authorized by the board) have taken place and the hiring process will be moving forward over the next several weeks.


Mr. Berthelot reported that he was recently invited to participate in a strategic planning meeting with the Downtown Lafayette Development Authority.

Mr. Berthelot reported that the Lafayette Science Museum's new Virtual Reality Lab was recently unveiled and discussions are taking place about possibly taking the Virtual Reality Lab on the road in the future.

Mr. Berthelot reported that plans are finalized for the North American Francophone Network meetings in Quebec City, in coordination with the Lt. Governor's sales mission to Quebec City and Montreal.

***NEW BUSINESS/OLD BUSINESS***

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

  
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Jimmy Thackston  
Chair

  
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Benjamin J. Berthelot  
President & CEO