

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JUNE 29, 2022

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

In attendance were the board of Commissioners as follows: Patrick Hardy, Chair, Jim Doré, Vice-President, Ricky Patel, Treasurer, Chris Alack, Brenda Trahan, Nayan Patel, John O'Meara and Gerald Breaux.

Commissioner June was absent due to other obligations.

SPECIAL GUEST: Russell Champagne, CPA, Champagne & Company

CALL TO ORDER

Chair Hardy called the meeting to order.

MINUTES FROM REGULAR MEETING MAY 25, 2022

Commissioner Breaux motioned to accept the **May 25, 2022**, regular meeting minutes as written. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

ANNUAL AUDIT REPORT AND MAY 2022 FINANCIAL STATEMENT REPORT

Chair Hardy introduced Russell Champagne, CPA of Champagne & Company, to present the Annual Audit Report and the May financial statement report.

Mr. Champagne presented the 2021 Annual Audit Report to Commissioners and gave an update on the Agreed-Upon Procedures for 2022.

Mr. Champagne also presented the **May** financial statement report to Commissioners. Commissioner Trahan motioned to approve the **May** financial statement report presented by Mr. Champagne. Commissioner Alack seconded the motion. There was no public comment. Motion carried.

PRESIDENT & CEO's REPORT

Mr. Berthelot reported that House Bill 1015 was a key focus for the tourism industry during the legislative session. He explained that the bill seeks to shift the program from a reimbursement model to a fund that can be used during the bidding process on events and the bill also adds an "Events Incentive Fund" in the state treasury for smaller events and moves administration of the program from Economic Development to the Department of Culture, Recreation & Tourism. Mr. Berthelot reported that the funding was set at \$10 million for the "Major Events Incentive Fund" and \$5 million for the "Events Incentive Fund" and is included in House Bill 406 with an additional \$4 million included in House Bill 1.

Mr. Berthelot reported he met with two out of three of the Visitor Enterprise Committee members to review recommendations and will meet with Senate President Page Cortez to finalize recommendations for the grants.

Mr. Berthelot reported that the Eat Lafayette kickoff was a great event with close to twenty-five restaurants and over 1,000 attendees.

Mr. Berthelot reported that the Lafayette Consolidated Government recently released its Bicycle Lafayette plan which aligns with LCVC's Strategic Plan.

Mr. Berthelot reported that Mike Roebuck attended a public meeting regarding the improvements to Brown Park that include eight turf fields which is consistent with LCVC' s Strategic Plan.

Mr. Berthelot reported that Social Media Manager, Madi Dejean, will be leaving LCVC to pursue a career in education and that a job position has been posted on the UL Career Services site and LEDA site.

Mr. Berthelot reported that Sadie French, Controller, will be on maternity leave starting in late August and he is making plans for her absence while she is on leave.

Mr. Berthelot reported that LCVC assisted with food and sent the "Sounds Good" banner for a big media event for the launch of Tommy McLain's new album which CC Adcock attended in New York City.

Mr. Berthelot reported that he received an update from the Acadiana Center for the Arts regarding the Louisiana Music Museum and that LCVC will be assisting with some branding efforts on the logo and design side.

Mr. Berthelot reported that LCVC partnered with several local musicians for a marketing sponsorship for a show called WoodSongs Old Time Radio Hour that is taped in Lexington, Kentucky and hosted by folksinger Michael Johnathon. He reported that the show is broadcast on over five hundred radio stations, live webcast, on-line streaming, video/audio podcast and public TV stations to ninety million households and is also now being broadcast by American Forces Radio Network to over 180 countries and every US Naval ship at sea.

Mr. Berthelot reported that there is currently around \$150,000 remaining in the LCG Cajundome Subsidy line item for the fiscal year and the director of the Cajundome has requested funding to pay incentives. Mr. Berthelot reported that Mayor-President Guillory suggested she apply for the \$150,000 if the ROI numbers made sense, and that our staff has been assisting with economic numbers.

Mr. Berthelot reported that LCVC will be partnering with LEDA and One Acadiana on an agreement with Livability.com for a guaranteed twenty articles per year on the platform, which receives high visibility and does numerous rankings and awards throughout the year on cities.

Mr. Berthelot announced that the DMAP reaccreditation was recently approved for another four years.

Mr. Berthelot reported that he will update the board at the July board meeting regarding the Strategic Plan at the request of Vice-Chair Doré.

NEW BUSINESS

A resolution was presented by Mr. Berthelot to authorize the President & CEO to sign contracts on behalf of the Lafayette Convention & Visitors Commission. Commissioner Breaux motioned to authorized President & CEO Ben Berthelot to sign contracts on behalf of the Lafayette Convention & Visitors Commission. The motion was seconded by Commission O'Meara. There was no public comment. 8 YEAS, 0 NAYS, ABSENT: V. June. Resolution was declared ADOPTED on the 29th day of June 2022.

Mr. Berthelot introduced a Sports Tourism Facility Planning study proposal to the board to study existing facilities and the need for additional facilities in Lafayette Parish with a one-time cost of \$28,000. Commissioner Breaux motioned to engage the Huddle Group to conduct a feasibility study. Treasurer R. Patel seconded the motion. There was no public comment. Motion carried.

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



Patrick Hardy
Chair



Benjamin J. Berthelot
President & CEO