

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MARCH 21, 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, Summer Hvasta, Vice-President, Jimmy Thackston, Brenda Trahan and Amos Batiste.

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

***CALL TO ORDER***

Chair Malbreaux called the meeting to order.

***MINUTES FROM FEBRUARY 21, 2018***

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

***FEBRUARY FINANCIAL STATEMENT REPORT***

President & CEO Berthelot presented the **February** financial statement report to Commissioners. Commissioner Trahan motioned to approve the **February 2018** financial statement as presented by Mr. Berthelot. The motion was seconded by Commissioner Batiste. There was no public comment. Motion carried.

***NEW BUSINESS***

Mr. Berthelot presented a resolution to Commissioners to purchase property for use as office space located at 1100 Lafayette Street, Lafayette, Louisiana, in the amount of \$635,000. Commissioner Trahan motioned to accept the resolution to purchase the property and building located at 1100 Lafayette Street, Louisiana, Lafayette for office space in the amount of \$635,000. The motion was seconded by Commissioner Thackston. There was no public comment. Motion carried.

***DEPARTMENTAL REPORTS***

***TOURISM DEPARTMENT***

Eugenie Mitchell, Vice-President of Tourism Sales, reported on her recent attendance at the RTO Summit West where she met with 25 tour operators. She also reported on Lafayette Travel's presence at the Louisiana Travel & Adventure Show, the CANUSA Deep South Event and ITB Berlin.

Ms. Mitchell reported on leads, RFP;s and requested information as well as upcoming tourism marketing opportunities.

## ***CONVENTION DEPARTMENT***

Mike Roebuck, Chief Sales Officer, reported that the Convention Department sent out 74 leads to area hotels in **February** with 7 definite, 26 assists, 15 outside definite and 26 tentative. He reported that the economic impact for the month was 9.15 million dollars. Mr. Roebuck also reported on leads sent out to Cajun BMX, LSA State Qualifiers, Louisiana Council for Exceptional Children and Louisiana Speech-Hearing Association.

Mr. Roebuck gave updates related to the President's Cup Soccer tournament, a site visit for Duplicate Bridge and that Jr. Beta had a record year with 14,000 attendees.

## ***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications, was absent due to his participation with the Vermilion Voyage. Mr. Berthelot gave the Communications Department report on his behalf and reported that 13 print and 12 digital ads were placed in the month of **February**. Mr. Berthelot reported that [www.LafayetteTravel.com](http://www.LafayetteTravel.com) had 130,074 site sessions in **February** and social media impressions increased by 4,406.5%.

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

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported on her attendance in Houston for the Louisiana Culinary Trails public relations mission.

Ms. Strenge reported that Bernard Hinault will be participating in Cycle Zydeco in April and that media coverage of his visit is being arranged.

Mr. Strenge reported that the 2<sup>nd</sup> quarter issue of Communiqué is currently being written and then will be sent to design.

Ms. Strenge reported that she will be participating in the Media Marketplace at the Midwest Travel Journalists Association Spring Conference in Milwaukee, Wisconsin as a follow-up on hosting them in October.

Ms. Strenge also reported on media and journalists in the area and metrics from the Meltwater Report on editorial written and the monetary value.

## ***MEMBERSHIP DEPARTMENT***

Sadie French, Controller, reported that LCVC had 3 new members and 41 renewals for the month of **February** with 437 members.

Ms. French reported that the **March** LCVC Membership Luncheon was held at the Petroleum Club on March 14<sup>th</sup> with approximately 92 in attendance.

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

Mr. Berthelot reported that Lafayette did not receive the bid for the National Fast Pitch Championship.

Mr. Berthelot reported that he has met with Deputy Director Nico Yantko of the UL Athletic Department to discuss marketing, including placing LafayetteTravel commercials on CST broadcasts, as well as the live streaming that is being done by the university.

Mr. Berthelot reported that he met with Shain Shapiro, the founder of Sound Diplomacy, for a site visit for the Music Cities Conference that will be held in Lafayette in the fall.

Mr. Berthelot reported that he distributed PAC checks from the Louisiana Travel Promotion Association to local legislators, thanking them for their support of tourism.

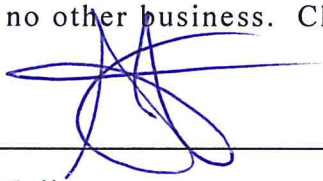
Mr. Berthelot reported that the 4 events that included Lafayette at SXSW were a tremendous success.

Mr. Berthelot reported that Semaine de la Francophonie will be held in other parts of the area outside of Arnaudville this year. He stated that the office is working with CREATE, CODIFIL and Le Centre on planning the event that will be the Thursday of Festival International de Louisiane.

Mr. Berthelot reported that the Lt. Governor signed a contract with Dick Clark Productions for New Year's in New Orleans. Mr. Berthelot stated that LCVC is working to get coverage for Lafayette as well.

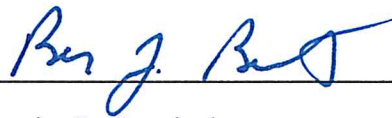
***OTHER BUSINESS***

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