

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MARCH 27, 2019***

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 were the board of Commissioners as follows: Summer Hvasta, Chair, John O'Meara, Treasurer, Sidney Williams, Jimmy Thackston and Buddy Schilling.

Commissioners Roth, Trahan and Batiste were absent due to prior commitments. Commissioner Malbreaux was absent due to illness.

***CALL TO ORDER***

Chair Hvasta called the meeting to order.

***MINUTES FROM FEBRUARY 20, 2019***

Treasurer O'Meara motioned to accept the **February 2019** minutes as written. The motion was seconded by Commissioner Schilling. There was no public comment. Motion carried.

***FEBRUARY FINANCIAL STATEMENT REPORT***

Treasurer O'Meara presented the **February 2019** financial statement reports to Commissioners. Commissioner Thackston motioned to approve the **February** financial report as presented by Treasurer O'Meara. The motion was seconded by Commissioner Williams. There was no public comment. Motion carried.

***DEPARTMENTAL REPORTS***

***TOURISM AND CONVENTION DEPARTMENT REPORTS***

Eugenie Mitchell, Vice-President of Tourism Sales, was absent due to her attendance at the Active America China Sales Mission in Anchorage. Mike Roebuck, Chief Sales Officer presented the Tourism Department report on her behalf.

Mr. Roebuck reported that staff attended the International Motorcoach Group (IMG) presentation and dinner, NAJ Receptive Tour Operator Summit West and Travel South Domestic Showcase in the month of February.

Mr. Roebuck reported that 7 tour buses took part in the VIP Mardi Gras Experience in downtown Lafayette and commented that the event is growing every year.

Mr. Roebuck reported that 27 leads were sent to area hotels in the month of **February**, with 5 definite, 6 outside definite and 21 tentative for an economic impact of \$6.35 million.

Mr. Roebuck reported the notable leads sent out included the Girls' World Biddy Championship Tournament with 1,740 room nights, Lady Bengal Leadoff Classic with 160 room nights, Louisiana French Clubs with 140 room nights, National Baptist Deacons with 1,120 room nights, BSEE Inspectors with 750 room nights and Warrior Boxing Promotions with 500 room nights.

### ***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications, reported that 11 print ads were placed in the month of **February** with 15 ongoing active digital ads. Mr. Guidry reported the metrics from [www.LafayetteTravel.com](http://www.LafayetteTravel.com), according to Simpleview, and noted there were 116,910 site sessions in the month of **February**.

Mr. Guidry reported on the Mardi Gras press trip with 7 travel writers from New York, Phoenix, Canada, United Kingdom and Austin and 5 travel writers from France for a portion of the press trip.

Mr. Guidry also reported that according to Meltwater, articles currently in circulation about Lafayette and the Acadiana area had an economic value of \$153,545.69 for the month of **February**.

### ***MEMBERSHIP DEPARTMENT***

Sadie French, Controller, reported that LCVC had 27 renewals in the month of **February** with 437 members. Ms. French reported the revenue for **February** was \$3,125.06 and \$8,800.10 for the year.

Ms. French reported that the **March** Membership luncheon was held on March 13 at the Mouton Plantation, with approximately 43 in attendance.

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

Mr. Berthelot reported that he is meeting with the UL Athletics Department and Festivals Acadiens organizers to plan partnered events during the festival and the UL home game during the week of the festival.

Mr. Berthelot reported that Lafayette had 4 events at SXSW and had record attendance at the Lafayette Live Event at C-Boys.

Mr. Berthelot announced that bids came back for remodeling of the old Evangeline Galleries Building, with the low bidder at \$918,000. He reported that R.S. Bernard will have 4 months to complete the project.

Mr. Berthelot reported that he attended a meeting with Lafayette airport officials and CREATE to talk about art in the new airport terminal.

Mr. Berthelot reported that he toured the newly remodeled St. Peter's Catholic Church in Carencro with Mayor Brasseaux and Father LeDoux to talk about incorporating it into a tourism product.

Mr. Berthelot reported that he met with Sam Oliver, the new director of the Acadiana Center for the Arts, to talk about strengthening the ACA/LCVC alliance.

Mr. Berthelot reported that "Pardoning of the Crawfish" was moved from New Orleans to Lafayette by Lt. Governor Nungesser and it received great media exposure.

Mr. Berthelot reported that a press conference was held to announce the big WBC Heavyweight Fight coming to the Cajundome in April.

Mr. Berthelot announced that he will be attending a Leadership Exchange with One Acadiana and others in Greenville, South Carolina next week.

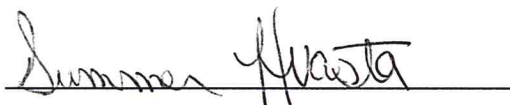
***NEW BUSINESS***

Sadie French, Controller, presented the Louisiana Audit Compliance Questionnaire, which is required by the state and submitted to LCVC's auditor, to the board for approval. Treasurer O'Meara motioned to approve the completed questionnaire. The motion was seconded by Commissioner Schilling. There was no public comment. Motion carried.

Ms. French also presented the Agreed Upon Procedures updates for Year 2 to Commissioners for approval. Commissioner Thackston motioned to approve the Agreed Upon Procedures updates for Year 2. Treasurer O'Meara seconded the motion. There was no public comment. Motion carried.

Nancy Rabalais, Administrative Manager, presented updates to the LCVC Employee Policies & Practices Manual for approval. Commissioner O'Meara motioned to approve the LCVC Employee Policies & Practices Manual updates on condition that revisions can be made by the board upon further review. Commissioner Schilling seconded the motion. There was no public comment. Motion carried.

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



Summer Hvasta  
Chair



Benjamin J. Berthelot  
President & CEO