

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MAY 16, 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, Vice-Chair Summer Hvasta, Treasurer Matt Roth, Jimmy Thackston and Brenda Trahan.

Commissioners Williams, O'Meara, Batiste and Schilling were absent due to prior commitments.

***CALL TO ORDER***

Chair Malbreaux called the meeting to order.

***INTRODUCTION OF GUEST SPEAKER***

President & CEO Berthelot introduced Brent Henley, CEO of the Pyramid Group, to review the strategic planning session that took place earlier in the day.

***MINUTES FROM APRIL 11, 2018***

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

***APRIL FINANCIAL STATEMENT REPORT***

Treasurer Roth presented the **April** financial statement report to Commissioners. Vice-Chair Hvasta motioned to approve the **April 2018** financial statement as presented by Treasurer Roth. 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 National Volunteer Week and National Tourism Week activities. Ms. Mitchell also reported on RTO Summit East appointment-based marketplace that she attended in New York City where she met with 21 wholesalers and receptive tour operators.

Ms. Mitchell gave an update of meetings and functions attended, leads and requested information sent out and upcoming tourism opportunities.

## ***CONVENTION DEPARTMENT***

Mike Roebuck, Chief Sales Officer, reported that the Convention Department sent out 14 leads to area hotels in **April** with 4 definite, 7 assists, 28 outside definite and 14 tentative. He reported that the economic impact for the month was \$2.27 million dollars. Mr. Roebuck reported on leads sent out to Prince Hall Shriners, Strongman Competition, HOGS and AAU Girls basketball.

Mr. Roebuck also reported on his attendance at NASC in Minneapolis and other **April** activities, including bids submitted and site tours.

## ***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications, reported that 7 print and 12 digital ads were placed in the month of **April**. Mr. Guidry reported that [www.LafayetteTravel.com](http://www.LafayetteTravel.com) had 94,140 site sessions in **April**. Mr. Guidry went on to report all statistics from Google Analytics concerning social media, blogs and [www.lafayettettravel.com](http://www.lafayettettravel.com).

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

Kelly Strenge, Vice-President of Media Relations & Special Projects, was absent due to hosting golf travel writers. Mr. Berthelot gave the Media Relations & Special Projects report on her behalf.

Mr. Berthelot reported that LCVC will be sponsoring two chefs at the Louisiana Culinary Trails mission in Nashville in October.

Mr. Berthelot reported the Lafayette episode of Samantha Brown's "Places to Love" was filmed in Lafayette recently, which will air in early 2019.

Mr. Berthelot reported that he has 19 scheduled appointments at the media marketplace at IPW in Denver with media from the U.S., Canada, France, U.K., Ireland, Germany and China.

Mr. Berthelot reported that Kelly Strenge will attend the Old Spanish Trail Networking Conference in Rayne.

Mr. Berthelot reported on the status of the in-house Communiqué and Dancehalls brochure.

Mr. Berthelot also reported on media and journalists in the area, as well as noting there was \$477,840.40 worth of ad value on articles run on Acadiana in the month of **April**.

## ***MEMBERSHIP DEPARTMENT***

Sadie French, Controller, reported that LCVC had 5 new members and 53 renewals for the month of **April** with 446 members.

Ms. French reported that the **May** LCVC Membership Luncheon was held at the UL Lafayette Student Union on May 9<sup>th</sup> with approximately 61 in attendance.

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

Mr. Berthelot reported that during National Tourism Week, Lt. Governor Billy Nungesser announced a 6<sup>th</sup> straight record breaking year for visitation to the state with 47.1 million visitors, who spent \$17.5 billion, and returned \$1.8 million to the state tax coffers.

Mr. Berthelot reported that he is continuing to monitor the Legislative Session in Baton Rouge, especially concerning the status of the Visitor Enterprise funds and regulations for alternative hotel space.

Mr. Berthelot reported that Visitor Enterprise grant applications have been submitted for review and the next step is to meet with the committee regarding funding.

Mr. Berthelot reported that officials with the Congres Mondial 2019 were in town to meet and discuss promotional plans.

Mr. Berthelot reported that the new office space is being gutted prior to renovations and that 5 trees have been scheduled to be cut down.

Mr. Berthelot reported that LCVC helped the Lt. Governor with his Legislative Reception at the Pentagon Barracks and that Kaylie LeBlanc represented LCVC.

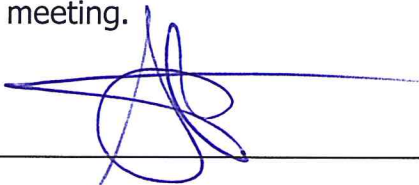
Mr. Berthelot reported that plans are moving along for the inaugural SOLO Songwriters Festival.

Mr. Berthelot reported that bi-weekly calls are starting regarding programming for the Music Cities Convention scheduled for October.

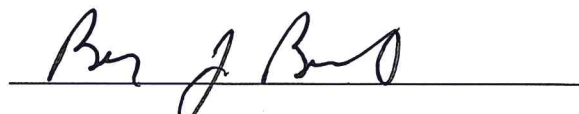
Mr. Berthelot reported that Karen Primeaux's last day was May 31 and that a search is on to hire someone for the Convention Department.

## ***OTHER BUSINESS***

There was no other business. Treasurer Roth motioned to adjourn the meeting. The motion was seconded by Vice-Chair Hvasta. There was no public comment. Chair Malbreaux adjourned the meeting.



Susannah Malbreaux  
Chair



Benjamin J. Berthelot  
President & CEO