

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MAY 19, 2021***

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: John O'Meara, Chair, Amos Batiste, Vice-Chair, Patrick Hardy Treasurer, Jimmy Thackston, Brenda Trahan, Nayan Patel and Ricky Patel.

Commissioners Schilling and Doré were absent due to other business.

***CALL TO ORDER***

Chair O'Meara called the meeting to order.

***TOURISM & VISITORS REPORT***

Eugenie Mitchell, Vice President of Tourism Sales, presented the Tourism & Visitors report to Commissioners. Ms. Mitchell reported that 14 tour groups were booked in the month of **April** for a year-to-date of 63 and 19 losses in **April** due to COVID-19 concerns.

Ms. Mitchell reported that Irene Hodge accompanied Southern Escape Tours (formerly Sweet Magnolia Tours) on a familiarization tour of the area and was able to visit approximately 20 sites.

Ms. Mitchell reported that she and Irene Hodge assisted Lance LeBlanc with Membership Partner videos for National Travel & Tourism week. She also reported that the Tour & Travel Department sent out mailers for the Stay Safe/Allons campaign.

***CONVENTION DEPARTMENT REPORT***

Mike Roebuck, Chief Sales Officer, reported that 5 leads were sent to hotels and 8 leads turned definite in the month of **April** with an economic impact of \$3.61 million.

Mr. Roebuck reported on notable leads sent in **April** to Lafayette hotels and/or meeting facilities that included: Louisiana Association of Teachers of Mathematics, School Nutrition Association of Louisiana and FASA Southwest Mega Tournament.

Mr. Roebuck noted the LHSAA State Golf Tournament (Boys and Girls) was successfully completed in **April**.

Mr. Roebuck reported that convention targets are set on USA Trampoline Gymnastics, Lafayette Little League State Championship, Triple Crown Sports, USA Track & Field and Sugar Bert Boxing.

***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice President of Communications, reported 51,133 sessions on [www.LafayetteTravel.com](http://www.LafayetteTravel.com) in **April**. Mr. Guidry also reported statistics from social media accounts: Facebook, Twitter, Instagram, YouTube and Spotify.

Mr. Guidry reported that ad value of articles written about Lafayette and the surrounding area was \$1,266,774.04 and had a reach of over 136,948,536 in the month of **April**.

### ***CREATIVE DEPARTMENT***

Lance LeBlanc, Vice President of Creative, gave a video presentation of projects completed and, in the works, including, the Zydeco Marathon, new bumper stickers, tabletops with QR codes, EatLafayette 2021, National Travel & Tourism Week video shoots and the painting of the Lafayette "Y" by the staff.

### ***MEMBERSHIP DEPARTMENT***

Sadie French, Controller, reported that the Membership Department had 1 new member and 22 renewals with a total monthly revenue of 1,375.00 and 434 members in **April**.

Ms. French reported that the **May** LCVC Membership Luncheon had approximately 65 attendees at the DoubleTree by Hilton Lafayette on May 6<sup>th</sup>, with guest speaker Lt. Governor Nungesser for National Travel and Tourism Week.

### ***MINUTES FROM APRIL 21, 2021***

Commissioner Trahan motioned to accept the April 21, 2021 minutes as written. Treasurer Hardy seconded the motion. There was no public comment. Motion carried.

### ***APRIL FINANCIAL STATEMENT REPORTS***

Treasurer Hardy presented the financial report for the month of **April**.

Vice-Chair Batiste motioned to approve the **April** financial reports as presented by Treasurer Hardy. The motioned was seconded by Commissioner Thackston. There was no public comment. Motion carried.

### ***NEW BUSINESS***

#### ***EDA GRANT APPLICATION***

President & CEO Berthelot presented a plan to apply for Economic Development Administration grant funding with a 20% match. Commissioner Trahan motioned to authorize Ben Berthelot to apply for the EDA grant with a 20% match on behalf of the Lafayette Convention & Visitors Commission. The motion was seconded by Treasurer Hardy. There was no public comment. Motion carried.

### ***MINUTES FROM MAY 17, 2021***

Treasurer Hardy motioned to approve the minutes from the Executive Committee meeting that took place on Monday, May 17, 2021. The motion was seconded by Commissioner R. Patel. There was no public comment. Motion carried.

## ***BY-LAWS REVISION***

Mr. Berthelot read the current By-Laws regarding attendance requirements by board members and a discussion ensued as to what the policy should be. Commissioner Thackston motioned to revise the By-Laws to state that "after four missed board meetings in a calendar year by a board member, either the board Chair or President & CEO shall call the board member to inform the board member that they are nearing the maximum number of misses allowed. At that point, the board member can let the board Chair or President & CEO know of any personal, work or health obligations that may be preventing the board member from full participation as a member. The board Chair or President & CEO should inform the other board members of the reasons given. Following a fifth missed board meeting in the same calendar year, the board Chair shall bring before the full board a vote on whether or not to remove the board member from the board." The motion to revise and adopt the change to the Lafayette Convention & Visitors Commission By-Laws was seconded by R. Patel. There was no public comment. Motion carried and the revised attendance policy was adopted to the Lafayette Convention & Visitors Commission By-Laws.

## ***EXECUTIVE SESSION***

Vice-Chair Batiste motioned to go into Executive Session to discuss the character, professional competence, or physical or mental health of an employee of LCVC. Treasurer Hardy seconded the motion. There was no public comment. Motion carried.

After the Executive Session, Commissioner Trahan motioned to come out of Executive Session and resume the regular board meeting. The motion was seconded by Treasurer Hardy. Motion carried.

## ***ADDITION TO AGENDA***

Treasurer Hardy motioned to add to the May 19, 2021 agenda to give the President & CEO, Benjamin J. Berthelot authorization to sign loan documents through St. Landry Homestead Bank for the second round of PPP funding on behalf of the Lafayette Convention & Visitors Commission. The motion to add to the agenda was seconded by Commissioner Thackston. It was a unanimous decision by all attending board members. There was no public comment. Motion carried.

Treasurer Hardy motioned to authorize to give the President & CEO, Benjamin J. Berthelot authorization to sign loan documents through St. Landry Homestead Bank for the second round of PPP funding on behalf of the Lafayette Convention & Visitors Commission. Commissioner R. Patel seconded the motion. There was no public comment. Motion carried.

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

Mr. Berthelot reported that he continues to monitor the Legislative session, including the previously mentioned HB 415 which would allow for the creation of Tourism Business Improvement Districts.

Mr. Berthelot reported that the Visitor Enterprise Funding has been received from the state and Sadie French will be starting to sent out the grant applications.

Mr. Berthelot reported that the news conference with the Lt. Governor to officially announce the Louisiana Seafood King of Kings Cookoff and Taste of EatLafayette event had to be postponed due to flooding and will be rescheduled for a later date.

Mr. Berthelot reported that he was the guest speaker for the Broussard Chamber of Commerce Business Over Breakfast, as well as the Acadiana Ambassadors monthly meeting.

Mr. Berthelot reported that he and Lance LeBlanc met with the Lafayette Consolidated Government's Director of Public Works, Chad Nepveux regarding gateway signage.

Mr. Berthelot reported that the Hospitality Job Fair that was partnered with LEDA, the Cajundome and U L Lafayette went well, although there were not a lot of job applicants.

Mr. Berthelot reported that data points are being finalized with See Source for the Research/Data software that was approved.

Mr. Berthelot reported that he is working to finalize sponsors for EatLafayette which currently has LAMM Foods, Coca-Cola, Schilling, FlyLafayette and Lafayette Consolidated Government. He also reported that he and Jesse Guidry have been meeting with media partners and sponsors.

There was no other business. Chair O'Meara adjourned the meeting.



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John O'Meara  
Chair



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Benjamin J. Berthelot  
President & CEO