

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MAY 24, 2017

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met at the Lafayette Convention & Visitors Commission boardroom, 1400 NW Evangeline Thruway, Lafayette, LA at 3:15pm.

In attendance was the board of Commissioners as follows: Jimmy Thackston, Chair, Summer Hvasta, Treasurer, Brenda Comeaux Trahan, Buddy Schilling, Matt Roth, Amos Batiste and John O'Meara.

Commissioners Williams and Malbreaux were absent due to business.

CALL TO ORDER

Treasurer Hvasta called the meeting to order.

MINUTES FROM APRIL 19, 2017

A motion was made by Commissioner Schilling to accept the **April 2017** minutes as written. The motion was seconded by Commissioner Batiste. There was no public comment. Motion carried.

APRIL FINANCIAL STATEMENT REPORT

Treasurer Hvasta presented the **April 2017** financial report to Commissioners. She reported the **April 2017** revenue from the hotel and lodging tax. A motion was made by Commissioner Batiste to approve the **April 2017** financial statement as presented by Treasurer Hvasta. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

Mr. Berthelot presented the Tour & Travel Department report for **April** and highlighted the Sky Tours, Le Cercle de Vacances, Brand USA and National Tourism Week familiarization tours. He also gave a summary report on the Active America China Marketplace that was held in Portland, Oregon and the RTO Summit East Marketplace that was held in New York City. He reported on leads sent out from the Tour & Travel Department, as well as the upcoming International PowWow in Washington, DC.

Mr. Berthelot presented the Convention Department report and reported on events booked for the month, LHSAA bids and leads sent out in the month of **April**.

Mr. Berthelot summarized the Communications Department report and reported on print advertising and digital marketing and search engine optimization, along with updates for the social media campaign and work on recipe videos. He also reported that plant identification signs were installed on the Visitor Center grounds.

Mr. Berthelot gave the Media Relations & Special Projects department report and reported that he attended the Midwest Travel Journalist Association Spring Conference in Frankfort, Kentucky to formally extend the invitation for the fall meeting in Lafayette. He also mentioned that several journalists were in town and reported on the ad value of articles written on Lafayette and Acadiana during the month of **April**.

Mr. Berthelot also gave the monthly Membership Department update for **April**.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that he is monitoring several bills currently in the Legislative Session in Baton Rouge that affect tourism.

Mr. Berthelot reported that the Visitor Enterprise Fund Committee is finalizing recommendations for 2017.

Mr. Berthelot reported that LCVC will assist the US Travel Association in hosting a Travel Talk roundtable discussion with Congressman Clay Higgins on June 19 at Acadian Village.

Mr. Berthelot reported that a search committee has been formed that includes board members Jimmy Thackston, Summer Hvasta, Susannah Malbreaux and non-board member Ken Ritter, for a Chief Sales office position, authorized by the board at the **April** meeting.


Mr. Berthelot reported that he met with Mike Grimsley with Townsquare Media for a debriefing regarding the Golden Gloves National Championship.

Mr. Berthelot reported that LCVC participated in Acadiana Day at the Legislature on May 15.

Mr. Berthelot reported that he met with Rob Stewart, the U L Lafayette Associate Athletic Director, to discuss ideas about Eat Lafayette partnering with the Athletics Department during football season.

NEW BUSINESS/OLD BUSINESS

There was no other business. Commissioner Batiste motioned to adjourn. The motion was seconded by Commissioner O'Meara. There was no public comment. Motion carried. Chair Thackston adjourned the meeting.



Jimmy Thackston
Chair



Benjamin J. Berthelot
President & CEO