

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD NOVEMBER 15, 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, Susannah Malbreaux, Vice-Chair, Summer Hvasta, Treasurer, Matt Roth and John O'Meara.

Commissioners Williams, Batiste, Schilling and Trahan were absent due to business.

CALL TO ORDER

Chair Thackston called the meeting to order.

MINUTES FROM OCTOBER 18, 2017

A motion was made by Commissioner O'Meara to accept the **October 2017** minutes as written. The motion was seconded by Treasurer Hvasta. There was no public comment. Motion carried.

OCTOBER FINANCIAL STATEMENT REPORT

Treasurer Hvasta presented the **October** financial statement report to Commissioners. Vice-Chair Malbreaux motioned to approve the **October 2017** financial statement as presented by Treasurer Hvasta. The motion was seconded by Commissioner O'Meara. There was no public comment. Motion carried.

NEW BUSINESS

Mr. Berthelot requested the board approve Lafayette Travel's application to the Louisiana Office of Tourism to be considered a Certified Retirement Community. Commissioner O'Meara motioned to approve a resolution for Lafayette Travel to submit an application to be considered as a Certified Retirement Community. The motion was seconded by Vice-Chair Malbreaux. There was no public comment. Motion carried.

Mr. Berthelot requested the board to approve a transfer of money from the Louisiana Asset Management Program (LAMP) to Iberia Bank to receive more interest. A motion was made by Vice-Chair Malbreaux to move the money to Iberia Bank with a floating (90 day T-bill plus 20bps, currently at 1.33%). The motion was seconded by Treasurer Hvasta. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOURISM & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that staff hosted familiarization tours for British Airways Holidays and Maison des Etats Unis recently.

She reported that she attended World Travel Market in London and had 29 trade appointments and 13 PR appointments over 3 days.

Ms. Mitchell reported that Kaylie LeBlanc recently attended the Ontario Motorcoach Association marketplace in Toronto and will give a full report at the next board meeting.

CONVENTION DEPARTMENT

Karen Primeaux, Vice-President of Convention & Sports Sales, reported that Lafayette hosted 397 events for the year-to-date, with an estimated economic impact of \$82,549,850. Ms. Primeaux reported on CONNECT Marketplace, Louisiana Society of Association Executives, LAGCOE and plans for the Baton Rouge sales mission.

Ms. Primeaux announced that staff attended the ribbon cutting for the new BMX Track at Picard Park and also reported that the Ramada Conference Center has changed ownership and will be called the Garden Plaza and Conference Center.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that 19 print and digital ads were placed in **October**. Mr. Guidry reported on social media and website traffic statistics and noted that organic traffic saw an increase of 96.13% year over year.

Mr. Guidry reported on current and upcoming projects in the Communications Department including the Cajun & Creole Christmas digital campaign.

MEDIA RELATIONS & SPECIAL PROJECTS

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported that Lafayette will be hosting a Mardi Gras Press Trip in 2018.

Ms. Strenge reported that the Lafayette Convention & Visitors Commission and the 2017 National Golden Gloves Boxing Tournament of Champions was named 2017 Champions of Economic Impact in Sports Tourism by *Sports Event Management* magazine.

Ms. Strenge reported on media hosted in **October** and **November**. She also reported on results, according to the Meltwater report, from articles written by journalists previously hosted.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 2 new members and 16 renewals for the month of **October** and a total of 416 members.

Ms. French reported that the **November** LCVC Membership Luncheon was held at Vermilionville on November 8th with approximately 51 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that he received notice that LCVC will be receiving a final installment of \$150,000 from the BP Promotional Fund which will be used for marketing.

Mr. Berthelot reported that he and Controller Sadie French met contacts of the new fiscal agent, Iberia Bank, and are working to transfer all accounts to them for January 2018.

Mr. Berthelot reported that he traveled to Memphis for the Music Cities Convention (that Lafayette will host in 2018), attended the Society of American Travel Writers annual conference in Portland, Oregon and then traveled to New York for the Louisiana Culinary Trails promotion.

Mr. Berthelot reported that he was recently invited to attend a Future of the Louisiana Film Industry Stakeholders meeting at Mayor-President Robideaux's office.

Mr. Berthelot reported that a news conference was held by LCVC and Lafayette Consolidated Government officials for the opening of the BMX Race Track at Picard Park.

Mr. Berthelot announced that, after reviewing bids for the Visitors Guide, it was decided to take the publication in-house to produce.

Mr. Berthelot reported that he met with Cajun Crate to discuss a co-branding initiative.

NEW/OLD BUSINESS

There was no other business. Vice-Chair Malbreaux motioned to adjourn. Treasurer Hvasta seconded the motion. There was no public comment. Motion carried. Chair Thackston adjourned the meeting.


James Thackston
Chair


Benjamin J. Berthelot
President & CEO