

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD NOVEMBER 20, 2019

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met in 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, Treasurer, Susannah Malbreaux, Buddy Schilling, Amos Batiste and Jimmy Thackston.

Commissioners Roth, Williams, Hvasta and Trahan were absent due to prior commitments.

GUEST PRESENT: Taylor Potter, Daily Advertiser

CALL TO ORDER

Treasurer O'Meara called the meeting to order.

MINUTES FROM OCTOBER 30, 2019

Commissioner Thackston motioned to accept the **October 2019** minutes as written. The motion was seconded by Commissioner Malbreaux. There was no public comment. Motion carried.

OCTOBER FINANCIAL STATEMENT REPORT

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

NEW BUSINESS

PROPOSED RESOLUTIONS

Mr. Berthelot presented a proposed resolution to authorize him to enter into a Cooperative Endeavor Agreement with Love of People Clinic/Upper Lafayette for the purposes of allowing the organization use of the Lafayette Convention and Visitors Commission Administrative Building at 1400 NW Evangeline Thruway, Lafayette, Louisiana for office space. Commissioner Thackston motioned to accept the resolution to authorize Benjamin Berthelot to enter into a Cooperative Endeavor Agreement with Love of People Clinic/Upper Lafayette. Commissioner Schilling seconded the motion. There was no public comment. Motion carried.

Mr. Berthelot presented a proposed resolution to authorize him to enter into a Cooperative Endeavor Agreement with Festival International de Louisiane for the purposes of allowing the organization the use of the warehouse located at 1100 Lafayette St., Lafayette, LA for storage. Commissioner Malbreaux motioned to accept the resolution to authorize Benjamin Berthelot to enter into a Cooperative Endeavor Agreement with Festival International de Louisiane. Commissioner Batiste seconded the motion. There was no public comment. Motion carried.

Mr. Berthelot presented a proposed resolution to authorize him to enter into a Cooperative Endeavor Agreement with Lafayette Centre Development District for the purposes of allowing the organization the

use of the warehouse located at 1100 Lafayette St. Lafayette, LA for storage. Commissioner Schilling motioned to accept the proposed resolution to authorize Benjamin Berthelot to enter into a Cooperative Endeavor Agreement with Lafayette Centre Development District. Commissioner Malbreaux seconded the motion. Motion carried. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOUR & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism Sales, reported on the recent Montreal LOT Sales Mission that Kaylie LeBlanc attended. Ms. Mitchell also reported on her attendance at the RTO Summit where she had 26 receptive tour operator appointments.

Ms. Mitchell reported on leads sent out and requested information.

CONVENTION DEPARTMENT

Mike Roebuck, Chief Sales Officer, presented the Convention Department report. He reported that 8 leads that were sent to area hotels turned definite with a year-to-date total of 166 and an economic impact of \$44.71 million.

Mr. Roebuck reported on notable leads including the Rural Water Association, for 2021 (6,500 room nights), FASA State C Championships for 2019 (200 rooms), Lockheed Martin Maintenance Review for 2020 (110 rooms) and Louisiana Teachers of Mathematics for 2020 (350 rooms).

Mr. Roebuck also reported on Connect Faith, LSA Select Football Championships, Simpleview training, the Sales Mission to USOC and NJCAA Softball Sites.

COMMUNICATION DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that there were 7 print and 40 digital ads in **October**.

Mr. Guidry also reported on other statistics on the website and social media.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that there were 10 renewals in October with a total of \$1,425 in revenue and \$23,244.11 for the year-to-date and 438 members.

Ms. French reported that the November luncheon was held at Prejean's restaurant with approximately 57 people in attendance.

PRESIDENT & CEO's REPORT

Ben Berthelot, President & CEO, reported that he continues to communicate with the contractor regarding punch list items for the new office building.

Mr. Berthelot reported that he has hired a contractor on a trial basis to maintain the grounds at the Visitors Center and that Cody Babin has been hired as a part-time groundskeeper and to maintain office buildings.

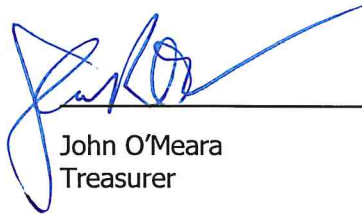
Mr. Berthelot reported that he and Mike Roebuck, Chief Sales Officer continue to have meetings with the Louisiana Select Association to provide support for the possible use of Cajun Field for the championships.

Mr. Berthelot reported that meetings with potential TBEX sponsors are ongoing.

Mr. Berthelot reported that Lafayette Consolidated Government is proposing 6 new Economic Development Districts and he is communicating with the Hotel/Lodging Association regarding information available.

Mr. Berthelot reported that the 2019 LCVC Budget will be presented to be amended at the December 11 board meeting.

There was no other business. There was no public comment. Treasurer O'Meara adjourned the meeting.



John O'Meara
Treasurer



Benjamin J. Berthelot
President & CEO