

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD NOVEMBER 23, 2020

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 and via Zoom conference at 3:15pm.

In attendance in person were the board of Commissioners as follows: Patrick Hardy, Treasurer and Jimmy Thackston. Board members attending the board meeting via Zoom were: John O'Meara, Chair, Amos Batiste, Vice-Chair, Jim Doré and Brenda Trahan.

Commissioner Schilling was absent due to business.
Commissioner Patel was absent due to a prior commitment.

CALL TO ORDER

Treasurer Hardy called the meeting to order.

MINUTES FROM OCTOBER 21, 2020

Commissioner Thackston motioned to accept the **October 21, 2020** minutes as written. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

OCTOBER FINANCIAL STATEMENT REPORTS

President & CEO Berthelot presented the financial report for the month of **October**.

Commissioner Thackston motioned to approve the **October** financial report as presented by Mr. Berthelot. The motioned was seconded by Vice-Chair Batiste. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOUR & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism, was absent due to vacation. Mike Roebuck, Chief Sales Officer, gave the Tour & Visitors Report on her behalf. Mr. Roebuck reported on meetings and functions that Eugenie Mitchell and Irene Hodge attended, including leads, RFP's and requested information that was sent out.

Mr. Roebuck reported that the Tour & Travel Department had 5 prospective leads, e-mailed 63 businesses and contacted 170 businesses with calls/follow-up calls during the month of **October**.

CONVENTION DEPARTMENT

Mr. Roebuck reported that 10 leads were sent to area hotels and 3 conventions, meetings, and/or sports events turned definite in the month of **October** with an economic impact of \$1.2 million.

Mr. Roebuck reported notable leads included Jr. Beta and Elementary Beta, 2023, 2023 and 2024, Ducks Unlimited (300 rooms, July 2021), FASA (300 rooms, October 2020), Rural Water (4,500 rooms, July 18-22, 2021) and Zydeco Hoopfest (1,200 rooms, June 2021).

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, was absent from the meeting. Mr. Berthelot gave the Communications Department report on his behalf. Mr. Berthelot reported that digital ads promoted for **October** included Louisiana Culinary Trails, Texas Monthly, Austin Monthly, 225 Magazine and Local Palate.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 4 renewals for the month of **October** for a total of 427 members. Ms. French reported LCVC membership revenue for year-to-date was \$20,525.

Ms. French reported the November LCVC Membership Luncheon was held at the Table Room at the Cajundome on November 11th with approximately 25 attendees.

PRESIDENT & CEO's REPORT

Mr. Berthelot reported that the 2020 LCVC Budget will need to be amended at the December board meeting to factor in effects of COVID-19.

Mr. Berthelot reported that he met with representatives from the Greater SW Mardi Gras Association and Mayor-President Josh Guillory to discuss plans for Mardi Gras 2021.

Mr. Berthelot reported that he has been included on some calls and meetings regarding Festival International 2021 and the possibility of moving the festival to a more open setting.

Mr. Berthelot reported that he has been participating on the One Acadiana "How We Compete" Task Force.

Mr. Berthelot reported that the 2021 Marketing Plan/Strategies is being finalized and will be combined with the 2020 Annual Report that will be distributed to members and stakeholders.

Mr. Berthelot reported that employee engagement/appreciation activities were held during UL Homecoming Week and were enjoyed by all.

Mr. Berthelot reported that all staff self-evaluations have been received and evaluations will be scheduled over the next month.

NEW BUSINESS

Mr. Berthelot presented the 2021 LCVC Budget to board members and asked if anyone had any comments. Vice-Chair Batiste motioned to accept the proposed 2021 LCVC Budget. The motion was seconded by Commissioner Thackston. There was no public comment. Motion carried.

Mr. Berthelot presented a resolution to authorize him to execute a Cooperative Endeavor Agreement with the Acadiana Center for the Arts for use of storage space at 1100 Lafayette Street. Commissioner

Thackston motioned to accept the proposed resolution presented by President & CEO Berthelot to allow for execution of a cooperative endeavor agreement with Acadiana Center for the Arts for use of storage space at 1100 Lafayette Street. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

There was no other business. There was no public comment. Treasurer Hardy adjourned the meeting.



Patrick Hardy
Treasurer



Benjamin J. Berthelot
President & CEO