

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD NOVEMBER 28, 2018***

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

In attendance were the board of Commissioners as follows: Susannah Malbreaux, Chair, Summer Hvasta, Vice-Chair, Matt Roth, Treasurer, James Thackston, Buddy Schilling and John O'Meara.

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

***CALL TO ORDER***

Chair Malbreaux called the meeting to order.

***MINUTES FROM SEPTEMBER 19, 2018***

Commissioner Thackston motioned to accept the **September** 2018 minutes as written. The motion was seconded by Vice-Chair Hvasta. There was no public comment. Motion carried.

***SEPTEMBER/OCTOBER FINANCIAL STATEMENT REPORTS***

Treasurer Roth presented the **September** and **October** financial statement reports to Commissioners. Commissioner Thackston motioned to approve the **September** financial report as presented by Treasurer Roth. The motion was seconded by Vice-Chair Hvasta. There was no public comment. Motion carried.

Commissioner Schilling motioned to approve the **October** financial report as presented by Treasurer Roth. The motion was seconded by Commissioner Thackston. There was no public comment. Motion carried.

***DEPARTMENTAL REPORTS***

***TOURISM and CONVENTION DEPARTMENTS***

Mike Roebuck, Chief Sales Officer, presented the Tourism and Convention Department reports. Mr. Roebuck reported on the New England and Tennessee sales missions, the RTO Summit, Brand USA China fam tour and the International Food, Wine & Travel Writers Association fam tour.

Mr. Roebuck reported on site inspections and leads and requested information sent out. He also reported on upcoming tourism marketing opportunities including, the Hotelbeds Group fam tour, World Travel Market, National Tour Association, Ontario Motorcoach Association and Travel South International.

Mr. Roebuck reported that the Convention Department sent out 11 leads to area hotels in the month of **October** and 183 for the year-to-date. He reported that the leads included the American Holistic Nurses, Annual Mathematics Conference, BSSE Conference, Sugar Bert Boxing and Louisiana School Business Officials.

Mr. Roebuck reported on **October** activities that included attendance at IMEX, Louisiana Society of Association Executives (ASAE), Society of Government Meeting Planners (SGMP), meetings with UL Auxiliary, Cajundome Convention Center and the Indian Hotel Association.

### ***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications, reported that 8 print ads were placed in the month of **October** with 13 ongoing active digital ads. Mr. Guidry reported the metrics from [www.LafayetteTravel.com](http://www.LafayetteTravel.com), according to Simpleview, and noted there were 79,020 site sessions in the month of **October**.

Mr. Guidry also reported that according to Meltwater, 28 articles were written about Lafayette Parish in **October** with an ad value of \$41,794.08.

### ***MEMBERSHIP DEPARTMENT***

Sadie French, Controller, reported that LCVC had 2 new members and 18 renewals in the month of **October** with 446 members. Ms. French reported the revenue for **October** was \$1,450.00 and \$21,050.00 for the year-to-date.

Ms. French reported that the **November** Membership luncheon was held on November 14 at Vermilionville with approximately 52 in attendance.

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

Mr. Berthelot reported that bids went out for the Evangeline Galleries renovation project and they are due on December 20.

Mr. Berthelot reported that LCVC partnered with LEDA to assist with the Open Studio Art Tours in November.

Mr. Berthelot reported that he attended an Audubon Trail Golf meeting in Baton Rouge to discuss a golf package to be promoted.



Mr. Berthelot reported that he testified before the Joint Dedicated Fund Review Subcommittee in Baton Rouge and secured a favorable vote for the Visitor Enterprise funding to continue as a dedicated fund.

Mr. Berthelot reported that he met with other partners to start planning events for SXSW in Austin in March.

Mr. Berthelot reported that during Plan Lafayette week he spoke on two panels regarding the CREATE initiative.

Mr. Berthelot reported that he and Mike Roebuck met with LAGCOE officials regarding the 2021 bid.

Mr. Berthelot reported that officials broke ground on the new Lafayette Airport Terminal which is projected to be completed in 18 months.

Mr. Berthelot reported that the old Federal Courthouse project received a favorable vote before the City-Parish Council.

Mr. Berthelot reported that he appeared before the City-Parish Council for ratification of the 2019 LCVC Budget.

Mr. Berthelot reported that he and Mayor-President Robideaux were recognized on the field at the UL-Lafayette vs. South Alabama game as part of a group that has helped UL Athletics in Lafayette Parish.

Mr. Berthelot reported that Lafayette hosted the Louisiana Association of Convention and Visitor Bureaus (LACVB) board meeting, which also included a reception and dinner at the Sainte Marie Restaurant.

Mr. Berthelot reported that Vermilionville is attempting to become an accredited museum and he met with the committee in town to discuss and answer questions.

Mr. Berthelot reported that the Eat Lafayette campaign will be taken in house by LCVC staff for 2019.

Mr. Berthelot reported that LCVC is working with Cajun BMX Park staff to see what is needed to host a national championship in the future and attended a meeting with CREATE and BMX Park staff to discuss.

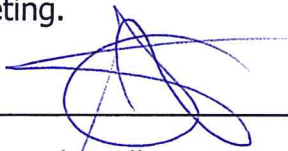
Mr. Berthelot reported that the position of V.P. of Media Relations and Special Projects will be left vacant and those duties will be distributed among current staff.

**NEW BUSINESS**

Mr. Berthelot presented the resolution to sell to the highest bidder an assortment of remaining picture frame parts occupying the Old Evangeline Galleries Building for adoption. Commissioner O'Meara motioned to adopt the resolution to sell to the highest bidder the picture frame parts. Vice-Chair Hvasta seconded the motion. There was no public comment. Motion carried.

Mr. Berthelot presented a proposed ordinance to define "overnight camping facilities," "transient guests," and "guest rooms" with more clarity for purposes of collections of the occupancy tax. Commissioner O'Meara motioned to approve the proposed ordinance to define "transient guests" as any occupant of a "guest room" or "paved space" at a "hotel," "motel," or "overnight camping facility" and "overnight camping facilities" as any tract of land containing two or more room(s), cabin(s), lodge(s) and/or space(s) for tent(s) provided, furnished, let, rented or leased to "transient guests" and "overnight camping facilities" shall also mean and include any tract of land containing two or more paved, gravel, hard-pack or similar surface spaces (which may or may not include sewer, water and/or electrical connections), meant to accommodate recreational vehicles (towed or self-propelled), pop-up campers or any other structures which accommodates sleeping, which are provided, furnished, let, rented or leased to "transient guests." and to define "guest rooms" as any rooms provided, furnished, let, rented or leased to "transient guests" by hotels (as defined in the Bureau's Ordinance No. 1 and La. R.S. 33:4574.1.1) or motels. It shall also include any room(s), cabin(s), lodge(s) and/or space(s) for tent(s) provided, furnished, let, rented or leased to "transient guests" by "overnight camping facilities." It shall further include any paved, gravel, hard-pack or similar surface spaces on tracts of land (which may or may not include sewer, water and/or electrical connections), meant to accommodate recreational vehicles (towed or self-propelled), pop-up campers or any other structure which accommodates sleeping, which are provided, furnished, let, rented or leased to "transient guests." Vice-Chair Hvasta seconded the motion. There was no public comment. Motion carried.

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



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Susannah Malbreaux  
Chair



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Benjamin J. Berthelot  
President & CEO