

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD OCTOBER 18, 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, Matt Roth, Amos Batiste, John O'Meara, Budding Schilling and Brenda Comeaux Trahan.

Commissioners Williams and Hvasta were absent due to business.

CALL TO ORDER

Chair Thackston called the meeting to order.

MINUTES FROM SEPTEMBER 20, 2017

A motion was made by Commissioner O'Meara to accept the **September 2017** minutes as written. The motion was seconded by Vice-Chair Malbreaux. There was no public comment. Motion carried.

SEPTEMBER FINANCIAL STATEMENT REPORT

President & CEO Berthelot presented the **September** financial statement report to Commissioners. Vice-Chair Malbreaux motioned to approve the **September 2017** financial statement as presented by Mr. Berthelot. The motion was seconded by Commissioner Batiste. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOURISM & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism Sales, was absent due to vacation. Chief Sales Officer Mike Roebuck gave the Tourism & Visitors report on her behalf. Mr. Roebuck reported that staff attended the RTO Summit in Orlando, the Lt. Governor Sales Mission in Germany and the United Kingdom, Firestarter Brands Sales Mission in Los Angeles and hosted a familiarization tour for Flight Centre from the United Kingdom. Mr. Roebuck reported on meetings attended and leads sent out during the month of **September**. Mr. Roebuck also reported on upcoming tourism marketing opportunities including the British Airways Holidays familiarization tour, World Travel Market in London, Ontario Motorcoach Association in Toronto, Travel South International Showcase in Charleston, South Carolina and the National Tour Association in San Antonio.

CONVENTION DEPARTMENT

Karen Primeaux, Vice-President of Convention & Sports Sales was absent due to illness. Mr. Roebuck gave the Convention Department report on her behalf. Mr. Roebuck reported that Karen Primeaux was voted "Supplier of the Year" at the annual Louisiana Society of Association Executives (LSAE) annual conference. He reported that 52 events were booked and 42 hosted in the month of **September**. Mr. Roebuck reported on leads sent out to Lafayette hotels and/or meeting facilities and bids submitted.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported on print and digital advertising. Mr. Guidry reported on social media and website traffic statistics and noted that organic traffic saw an increase of 91.17% year over year.

Mr. Guidry reported on the Brand USA Music & Road Trip video package, the annual Communications Department planning session and the winter digital campaign centered around traveling on a budget called Lafayette in a Pinch.

MEDIA RELATIONS & SPECIAL PROJECTS

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported that the Midwest Travel Journalists Association fall conference went exceptionally well and thanked all involved.

Ms. Strenge reported that materials have been sent for the Louisiana Culinary Trails public relations mission that is scheduled in November in New York City.

Ms. Strenge reported on media hosted in **September**, as well as plans to host journalists in November. She also reported on results, according to the Meltwater report, from articles written by journalists previously hosted.

MEMBERSHIP DEPARTMENT

Felicia Duhon, Controller, reported that LCVC received 1 new member and 19 renewals for the month of **September** and a total of 414 members.

Ms. Duhon reported that the **October** LCVC Membership Luncheon was held at the Holiday Inn Lafayette North on October 11th with approximately 68 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that he has received bids for the Visitors Guide and will be making a decision soon.

Mr. Berthelot reported that he has hired Sadie French to replace Felicia Duhon, who will be retiring in October.

Mr. Berthelot reported that planning has started for Lafayette's 2018 presence at SXSW in Austin, in conjunction with LEDA, LCG, LUS Fiber, CGI, One Acadiana and others.

Mr. Berthelot reported that he was invited by Carencro Mayor Glenn Brasseaux to a meeting to discuss St. Peter Roman Catholic Church and its history. He stated that LCVC will be developing a religious itinerary to include the Cathedral of St. John the Evangelist, St. Peter Roman Catholic Church, Charlene Richard's gravesite, Sacred Heart and others.

Mr. Berthelot reported that he met with the organizers of the 2019 Congres Mondial Acadien, which will be held in Prince Edward Island and New Brunswick.

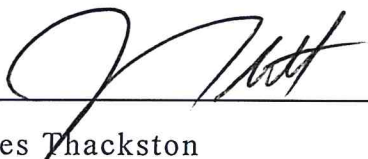
Mr. Berthelot reported he will be attending the Society of American Travel Writers National Convention in Portland will have approximately 20 appointments.

Mr. Berthelot reported that he recently welcomed 1,000,000 listeners from the E-Town Public Radio show to Lafayette at the Acadiana Center for the Arts.

NEW BUSINESS-RFP's for Fiscal Agent

Mr. Berthelot reported that Home Bank, Business First Bank and Iberia Bank sent in proposals for banking services. The three proposals were discussed, and Vice-Chair Malbreaux motioned to enter into an agreement with Iberia Bank. The motion was seconded by Commissioner O'Meara. There was no public comment. Motion carried.

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



James Thackston
Chair



Benjamin J. Berthelot
President & CEO