

**PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD OCTOBER 20, 2021**

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 at 3:15pm.

In attendance were the board of Commissioners as follows: John O'Meara, Chair, Patrick Hardy, Treasurer, Jimmy Thackston, Brenda Trahan, Jim Doré and Ricky Patel.

Commissioners N. Patel and Batiste were absent due to business.

**CALL TO ORDER**

Chair O'Meara called the meeting to order.

**MINUTES FROM SEPTEMBER 15, 2021**

Commissioner Thackston motioned to accept the **September 15, 2021** minutes as written. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

**SEPTEMBER 2021 FINANCIAL STATEMENT REPORTS**

Treasurer Hardy presented the financial reports for the month of **September**. Commissioner Trahan motioned to approve the **September** financial reports as presented by Treasurer Hardy. The motioned was seconded by Commissioner Thackston. There was no public comment. Motion carried.

**PRESIDENT & CEO's REPORT**

Mr. Berthelot reported that he attended the Society of American Travel Writers Conference and participated in the Media Marketplace, as well as the IPW Media Marketplace.

Mr. Berthelot reported that he contacted the president of the SW LA Mardi Gras Association regarding Mardi Gras, and the Association is moving forward with plans to host Mardi Gras 2022.

Mr. Berthelot reported that Lafayette has secured the LHSA State Volleyball Championships for 2021 and Select Boys' Basketball Championships for 2022.

Mr. Berthelot reported that has attended meetings with LAGCOE representatives, Mayor-President Guillory and the Cajundome regarding the possibility of LAGCOE returning to Lafayette in 2022.

Mr. Berthelot reported that he attended a meeting with the design team working on the I-49 connector and how it would affect the location of the Visitor Center. He commented that residents near the Visitor Center have voiced their desire to keep the Visitor Center near the intersection of Willow Street.

Mr. Berthelot reported that UL convened a meeting with stakeholders and a possible developer/investor regarding a full-service hotel project at the Cajundome.

Mr. Berthelot reported that he met with T.R.A.I.L. representatives and Mayor-President Guillory to discuss the proposed Attakapas-Ishtak Airport Loop bike path.

Mr. Berthelot reported that the DestinationNext Survey went out and around one hundred surveys have been submitted so far. He reported the the DestinationNext facilitator, Berkely Young, will be in Lafayette November 11 to review the results with staff and board members at the LEDA offices.

Mr. Berthelot reported that the 2022 Marketing Plan is scheduled for completion this month and will be released to LCVC members and partners in the early part of the year as a combined 2021 Annual Report/2022 Marketing Plan.

Mr. Berthelot reported that annual staff evaluations are scheduled to take place in November.

***NEW BUSINESS***

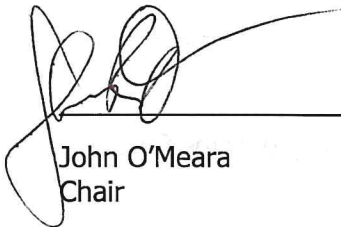
Due to the amount of New Business, oral departmental board reports were omitted to keep the meeting on schedule. President & CEO Berthelot reported that all departmental board reports would be e-mailed to Commissioners for review.

President & CEO Berthelot presented a proposal from Family Travel with the Colleen Kelly Television Show. Treasurer Hardy motioned to approve the agreement. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

Mr. Berthelot presented a proposal for a Lafayette Travel video screen contract with the Lafayette Regional Airport. He reported that it would be a one-time investment and then \$5,000 annually after the first year for program updates and software. A discussion took place and Treasurer Hardy motioned to table the vote until more information was available. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

Mr. Berthelot went over the proposed 2022 LCVC Budget with Commissioners. He stated that the proposed 2022 LCVC Budget will be presented for adoption at the November board meeting and requested that the Commissioners review the proposed budget over the next month and contact him with any questions or comments.

There was no other business. Chair O'Meara adjourned the meeting.

  
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John O'Meara  
Chair

  
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Benjamin J. Berthelot  
President & CEO