

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD OCTOBER 21, 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 at 3:15pm.

In attendance were the board of Commissioners as follows: Amos Batiste, Vice-Chair, Patrick Hardy, Treasurer, Ricky Patel, Jim Doré, Brenda Trahan and Jimmy Thackston.

Commissioners Schilling was absent due to business.
Commissioner O'Meara was absent due to medical reasons.

CALL TO ORDER

Vice-Chair Batiste called the meeting to order.

MINUTES FROM SEPTEMBER 16, 2020

Commissioner Thackston motioned to accept the **September 16, 2020** minutes as written. The motion was seconded by Commissioner Doré. There was no public comment. Motion carried.

SEPTEMBER FINANCIAL STATEMENT REPORTS

President & CEO Berthelot presented the financial report and reported that \$252,161.12 of hotel and lodging tax revenue was collected in the month of **September**.

Commissioner Trahan motioned to approve the **September** financial report as presented by Mr. Berthelot. The motioned was seconded by Commissioner Thackston. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOUR & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism, reported that the Tourism Sales department is continuing to reach out to previous, current and prospective clients to keep Lafayette front of mind. Ms. Mitchell reported she attended the first-ever nationwide virtual Canada Leisure & Travel Show and had 241 booth attendees and has sent all follow up and requested information to them. She also reported that she attended the Zoom round table with Domestic Tour Operators at Connect Travel.

Ms. Mitchell announced that she completed the "Promoting Your Business" course for CTIS Certification.

Ms. Mitchell reported that she communicated with 4 prospective groups and received 11 confirmations for 2021 and 2022.

Ms. Mitchell reported that Irene Hodge, Tourism & Convention Services Manager, reached out to 189 group tour accounts and received 2 prospects and had 4 inactive accounts turned prospective.

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 **September** with an economic impact of \$129,000.

Mr. Roebuck reported notable leads included USSSA Fastpitch State Finals September 2020 (200 room nights), Zydeco Hoopfest 2021 (1,000 room nights), Triple Crown Sports 2021 (900 room nights), and FFA 2022-2025 (4,400 room nights annually).

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, was absent due to medical reasons. Mr. Berthelot gave the Communications Department report on his behalf. Mr. Berthelot reported that digital ads promoted for **September** included Austin Monthly, 225 Magazine and Local Palate.

Mr. Berthelot also reported on Website, Social Media and E-Mail Marketing statistics and stated that \$116,905.53 worth of ad value on Lafayette Parish and the surrounding area was published by various media types.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 1 new member, 10 renewals and 4 non-renewals for the month of **September** for a total of 427 members. Ms. French reported LCVC membership revenue for year-to-date was \$14,525.00.

Ms. French reported the LCVC Membership Luncheon was held at Social Southern Table & Bar on October 21st with approximately 30 attendees.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that he attended the Society of American Travel Writers Virtual conference and participated in the Media Marketplace.

Mr. Berthelot reported the Governor requested the Resilient Louisiana Hospitality Task Force Fairs and Festivals Subcommittee to begin discussing plans for Mardi Gras. Mr. Berthelot reported that he has reached out to the President of the Southwest Louisiana Mardi Gras Association and the Mayor-President for input, with further discussions to take place.

Mr. Berthelot reported that he met with Sen. Page Cortez Rep. Clay Schexnayder, Lt. Governor Billy Nungesser and the Louisiana Travel Association to discuss need of the Tourism Industry Post Covid-19.

Mr. Berthelot reported that he joined the Lt. Governor for his monthly Travel Talks segment live stream, along with Jimmy Thackston, General Manager of the DoubleTree by Hilton and Frank Randol, owner of Randol's Restaurant,

Mr. Berthelot announced that the Lt. Governor's Tourism Summit that is organized by the Louisiana Travel Association, has been cancelled due to COVID concerns.

Mr. Berthelot reported that the Airbnb ordinance that was before the City-Parish Councils several months ago, has been postponed indefinitely.

Mr. Berthelot reported the 2021 Marketing Plan will be finalized over the next month and will be released to members and partners in the early part of the year as a combined 2020 Annual Report/2021 Marketing Plan.

Mr. Berthelot reported that annual evaluations will take place in November for LCVC staff.

NEW BUSINESS

Mr. Berthelot distributed the proposed 2021 LCVC Budget to board members and explained changes for 2021. He requested that the board members thoroughly review the proposed budget over the next month and that it will be proposed for adoption at the next board meeting in November.

There was no other business. There was no public comment. Vice-Chair Batiste adjourned the meeting.



Amos Batiste
Vice-Chair



Benjamin J. Berthelot
President & CEO