

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD SEPTEMBER 16, 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: John O'Meara, Vice-Chair, Patrick Hardy, Ricky Patel, Jim Doré and Jimmy Thackston.

Commissioners Schilling and Batiste were absent due to business.
Commissioner Trahan was absent due to being out of town.

CALL TO ORDER

Vice-Chair O'Meara called the meeting to order.

MINUTES FROM AUGUST 19, 2020

Commissioner Thackston motioned to accept the **August 19, 2020** minutes as written. The motion was seconded by Commissioner Hardy. There was no public comment. Motion carried.

MINUTES FROM SPECIAL MEETING ON AUGUST 25, 2020

Commissioner Hardy motioned to accept the **August 25, 2020** minutes from the special meeting as written. The motion was seconded by Commissioner Thackston. There was no public comment. Motion carried.

AUGUST FINANCIAL STATEMENT REPORTS

Vice-Chair O'Meara presented the financial report and reported that \$187,436.86 of hotel and lodging tax revenue was collected in the month of **August**.

Commissioner Thackston motioned to approve the **August** financial report as presented by Vice-Chair O'Meara. The motioned was seconded by Commissioner Patel. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOUR & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism, reported that the Tourism Sales department reached out to approximately 484 clients in the month of **August**. Ms. Mitchell reported she had spoken with 7 tour operators/companies in **August** that have shown interest or are planning itineraries in Lafayette for 2020-2022.

Ms. Mitchell reported that the Tourism Department has been canvassing local hotels for availability for evacuees and response teams from Hurricane Laura.

Ms. Mitchell reported that 565 visitors came to the Visitor Center in the month of **August** with 128 volunteer hours.

CONVENTION DEPARTMENT

Mr. Roebuck reported that 14 leads were sent to area hotels and 5 conventions, meetings, and/or sports events turned definite in the month of **August** with an economic impact of \$1.08 million.

Mr. Roebuck reported that 8 conventions, meetings and athletic events were lost in **August 2020** due to COVID-19. He reported that for year-to-date, 225 conventions, meetings, athletic events *and* tour groups were lost due to COVID-19, for an economic loss of \$56,174,250, 49,312 room nights and 580,993 people. Mr. Roebuck clarified that these events were counted as the month the cancelation was decided, not necessarily the month the convention would have been held.

Mr. Roebuck reported notable leads included USSSA Fastpitch State Finals, Zydeco Hoopfest, VFW, BSEE National Inspectors and Ducks Unlimited. He reported that USA Boxing National Championships (6,000 rooms), UL Football vs. Central Arkansas (300 rooms), Sugar Bert Boxing (1,000 rooms) and Jr. Beta and Elementary Beta are in negotiations for future dates.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that the Communications Department promoted ads in Cooking with Paula Deen, Louisiana Cookin', Taste of the South, TripAdvisor.com, San Antonio Express, Small Market Meetings, Southern Cast Iron Magazine, Taste of the South Magazine, Offbeat, Meeting Planners International and the Local Palate in the month of **August**.

Mr. Guidry also reported on Website, Social Media and E-Mail Marketing statistics and stated that \$77,604.65 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 7 renewals for the month of **August** for a total of 429 members. Ms. French reported LCVC membership revenue for year-to-date was \$13,087.50.

Ms. French reported the LCVC Membership Luncheon was held virtually via Zoom on September 9th with approximately 45 attendees.

PRESIDENT & CEO's REPORT

Mr. Berthelot reported the Visitor Enterprise Funding Committee review process is complete and that applicants have been notified and checks have been mailed for the first 75% of funding for each organization.

Mr. Berthelot reported that he convened a meeting with members of the Acadiana Hotel/Lodging Association to provide information for the Acadiana Volunteers Active in Disasters, 232-HELP, United Way of Acadiana, Office of Emergency Preparedness and Region IV Health.

Mr. Berthelot reported that he has been negotiating for the USA National Boxing Championships that were scheduled to be hosted in Lake Charles.

Mr. Berthelot reported that he has been on several calls regarding Phase III and what type of events are allowed.

Mr. Berthelot reported that the Lorraine Anne Billeaud Memorial Gardens dedication was held on September 14 at the Lafayette Visitor Center.

Mr. Berthelot reported that he met with officials from the future UL-Lafayette Lab School regarding options for purchasing food from restaurants vs. building a cafeteria.

Mr. Berthelot reported that he attended a meeting with the Mayor's Office, LEDA, One Acadiana and Downtown Lafayette to talk about messaging to the Lake Charles evacuees and hospitality.

Mr. Berthelot reported that plans have moved forward for the application with the Louisiana State Bond Commission.

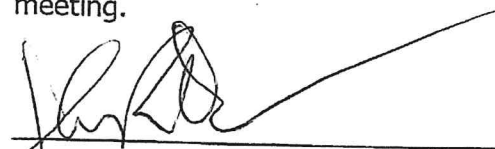
Mr. Berthelot announced that Sid Williams has resigned from the LCVC Board due to other obligations.

NEW BUSINESS

Mr. Berthelot reported that due to two vacancies in the Executive Board, it was necessary to request nominations for a new Executive Board. Commissioner Thackston motioned to nominate John O'Meara for Chair, Amos Batiste for Vice-Chair and Patrick Hardy for Treasurer. The motion to accept the nominations as presented was seconded by Commissioner Doré. There was no public comment. Motion carried.

Mr. Berthelot stated that an additional Resolution was required to submit with the application to the State Bond Commission regarding possible funding through the Payroll Protection Program, if public agencies become eligible. Commissioner Hardy motioned to accept the Resolution authorizing the Lafayette Convention and Visitors Commission to proceed with establishment of a line of credit with Iberia Bank in an amount not to exceed \$1,000,000 for a term not to exceed ten (10) years for the purpose of cash flow support for the Commission; authorizing application to the Louisiana State Bond Commission and for other matters in connection therewith. The motion to accept the Resolution was seconded by Commissioner Doré. There was no public comment. Motion carried.

There was no other business. There was no public comment. Vice-Chair O'Meara adjourned the meeting.



John O'Meara
Vice-Chair



Benjamin J. Berthelot
President & CEO