

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD SEPTEMBER 19, 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, John O'Meara, Brenda Trahan and Jimmy Thackston.

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

***CALL TO ORDER***

Chair Malbreaux called the meeting to order.

***DEPARTMENTAL REPORTS***

***TOURISM DEPARTMENT***

Eugenie Mitchell, Vice-President of Tourism Sales, reported that Kaylie LeBlanc attended the Going on Faith marketplace with 27 pre-scheduled appointments in Little Rock, and the Student & Youth Travel Association (SYTA) marketplace in Baltimore with 19 appointments.

Ms. Mitchell reported on Chinese and French sales representatives for the state of Louisiana that were in Lafayette August 18 for a familiarization tour of the area.

Ms. Mitchell gave an update of meetings and functions attended, including the Lt. Governor's Tourism Summit, leads and requested information sent out and upcoming tourism opportunities.

***CONVENTION DEPARTMENT***

Mike Roebuck, Chief Sales Officer, reported that the Convention Department sent out 13 leads to area hotels in the month of **August** and 146 for the year-to-date.

Mr. Roebuck reported that the Convention Department is diligently working on finding replacement business for LAGCOE. He also reported on notable leads and activities, including ASAE, Connect Marketplace (with 90 appointments), Pony World Series, the TEAM Louisiana meeting at the Lt. Gov. Tourism Summit, WaitR, SGMP and USSSA.

***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications, was absent due to recording a video shoot. Mr. Berthelot gave the Communications Department report on his behalf. Mr. Berthelot reported that 15 print ads were placed in the month of **August** with 33 ongoing active digital ads. Mr. Berthelot also reported the metrics from [www.LafayetteTravel.com](http://www.LafayetteTravel.com), according to Simpleview, and noted there were 50,646 site sessions in the month of **August**.

## ***MEDIA RELATIONS & SPECIAL PROJECTS***

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported that she is in the process assisting with planning meal functions, coffee breaks and transportation logistics for the upcoming Music Cities Convention in October.

Ms. Strenge reported that all deadlines have been met for the media function portion of the Louisiana Culinary Trails event in Nashville.

Ms. Strenge reported that a winner was announced for the Gator by the Bay Sweepstakes and she is in the process of finalizing all bookings prior to the winner's arrival in Lafayette Parish.

Ms. Strenge reported that Lafayette partnered with the City of Caribou, Maine to cross promote the Acadia in the St. John Valley and Cycle Zydeco bike events.

Mr. Strenge reported that the Cultural Ambassador Program is in the planning phase and the goal is to have local people be cultural ambassadors for Lafayette Parish.

Ms. Strenge reported on media hosted in **August** and journalists being hosted in September. She also reported that October 31 through November 4 the International Food, Wine & Travel Writers Association Press trip will be in Lafayette Parish.

## ***MEMBERSHIP DEPARTMENT***

Sadie French, Controller, reported that LCVC had 21 renewals in the month of **August** with 445 members. Ms. French reported the revenue for **August** was \$1,750.00 and \$17,200.00 for the year-to-date.

Ms. French reported that the September Membership Social was held on September 12 at Feed & Seed with approximately 30 in attendance.

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

Mr. Berthelot reported that six different continents will be represented at the Music Cities Convention in October.

Mr. Berthelot reported plans have started for participation in the 2019 Congres Mondial Acadien and a budget proposal has been sent to the Lt. Governor's Office.

Mr. Berthelot announced that he was recently informed by LAGCOE officials of their decision to move the 2019 Convention to New Orleans.

Mr. Berthelot reported that he joined the Lt. Governor, Assistant Secretary of Tourism, New Orleans CVB and General Chennault's granddaughter for the Lt. Governor's sales mission to China where they were able to secure a Brand USA China Mega Fam for October.

Mr. Berthelot reported that he will be a guest speaker for Meeting Planners International in New Orleans for their September monthly meeting.

Mr. Berthelot reported that he has been asked to serve on a panel in New Orleans for a joint meeting of the New Orleans Legislative Delegation and the Acadiana Delegation to see how the two organizations can join forces to leverage tourism.

Mr. Berthelot reported that he will be attending the Louisiana Culinary Trails event in Nashville with Madonna Broussard of Laura's II and Ryan Trahan of Blue Dog Café, where Blue Dog prints will be showcased at the event.

Mr. Berthelot reported that has attended meetings with the recently formed volunteer tourism committee for the City of Broussard and that he will attend the Broussard City Council Meeting on September 25 to represent LCVC.

### ***MINUTES FROM AUGUST 15, 2018***

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

### ***AUGUST FINANCIAL STATEMENT REPORT***

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

### ***NEW BUSINESS***

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

Mr. Berthelot presented the proposed 2019 LCVC Budget for adoption. Treasurer Roth motioned to approve the proposed 2019 LCVC budget. Commissioner O'Meara 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.

Chair Malbreaux adjourned the meeting.



Susannah Malbreaux  
Chair



Benjamin J. Berthelot  
President & CEO