

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD SEPTEMBER 20, 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, Summer Hvasta, Treasurer, Matt Roth, Sid Williams, John O'Meara and Brenda Comeaux Trahan.

Commissioners Schilling, Malbreaux and Batiste were absent due to business.

***CALL TO ORDER***

Chair Thackston called the meeting to order.

***MINUTES FROM AUGUST 16, 2017***

A motion was made by Commissioner O'Meara to accept the **August 2017** minutes as written. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

***AUGUST FINANCIAL STATEMENT REPORT***

Treasurer Hvasta presented the **August** financial statement report to Commissioners. Commissioner Roth motioned to approve the **August 2017** financial statement as presented by Treasurer Hvasta. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

***INTRODUCTION OF CHIEF SALES OFFICER***

President & CEO Berthelot introduced Mike Roebuck, Chief Sales Officer, to Commissioners. Mr. Roebuck addressed the Commissioners and presented his 90 Day Plan.

***DEPARTMENTAL REPORTS***

***TOURISM & VISITORS REPORT***

Eugenie Mitchell, Vice-President of Tourism Sales, was absent due to her attendance at the RTO Summit in Orlando. Mr. Berthelot gave the Tourism & Visitors Report on her behalf. Mr. Berthelot reported that staff attended the LTPA Tourism Summit, SYTA and the Mid-South Women in Tourism Travel Partner Marketplace in **September** and briefed them on upcoming tourism marketing opportunities. He reported on leads, RFP's and requested information sent out during the month of **August**. Mr. Berthelot reported that 841 people signed the Visitors register in the Visitors Center in the month of **August**.

## ***CONVENTION DEPARTMENT***

Karen Primeaux, Vice-President of Convention & Sports Sales reported that 40 events were booked and 25 hosted in the month of **August**. Ms. Primeaux reported on leads sent out to Lafayette hotels and/or meeting facilities and bids submitted. Ms. Primeaux also reported on her site visit to the new BMX track facility at Picard Park.

## ***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 86.15% year over year and the bounce rate has decreased 73% from last year.

Mr. Guidry reported on the Allons blog content and future topics. Mr. Guidry reported on the Brand USA Culinary Shoot and gave a recap of “Cray Day” events that took place in Vicksburg, Michigan.

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

Kelly Strenge, Vice-President of Media Relations & Special Projects, reported that the Midwest Travel Journalists Association has 49 registrants for their Fall Conference which is scheduled for the week of Festivals Acadiens et Creole.

Ms. Strenge reported on plans for the Louisiana Culinary Trails public relations mission that is scheduled in November in New York City.

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

## ***MEMBERSHIP DEPARTMENT***

Felicia Duhon, Controller, reported that LCVC received 4 new members and 23 renewals for total revenue of \$2,450.00 for the month of **August** and 413 members.

Ms. Duhon reported that the **September** LCVC Membership Luncheon was held at the Feed & Seed, which was catered by Bon Temps Grill, on September 13<sup>th</sup> with approximately 56 in attendance.

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

Mr. Berthelot reported that he was on two panels at the CREATE Summit which was well attended with people interested in learning more about the initiative.

Mr. Berthelot reported that he has interviewed a number of candidates for the Controller position and hopes to hire someone sometime in October.

Mr. Berthelot reported that the Virtual Reality Equipment was delivered by the Lafayette Science Museum and it will be used by visitors to the Visitors Center. He

reported that an alternative method for viewing will be used when traveling with VR videos.

Mr. Berthelot reported that One Acadiana unveiled its new branding initiative using the tagline “South Louisiana.”

Mr. Berthelot reported that Ken Meyers coordinated efforts with Eat Lafayette restaurants to serve food for evacuees at several hotels after Hurricane Harvey.

Mr. Berthelot reported that LCVC staff participated with the Acadiana VOAD (Volunteers Active in Disasters) coalition to provide hotel information for evacuees at the Bayou Church after Hurricane Harvey.

Mr. Berthelot reported that he served on a panel for Leadership Lafayette, along with Cheryl Castille with the Louisiana Office of Tourism, Scott Feehan with Festival International and Kate Durio, with CREATE and the Mayor’s office.


Mr. Berthelot reported that he has been participating in conference calls with organizers of the Music Cities Convention.

Mr. Berthelot reported that two utility boxes located at the corners of Willow and Evangeline Thruway will be unveiled on September 29 with artwork depicting Nathan Williams and Sid Williams.

***OLD BUSINESS-Proposed 2018 LCVC Budget***

Mr. Berthelot asked if any of the Commissioners had questions concerning the proposed 2018 LCVC Budget. Commissioner Roth motioned to accept the proposed budget presented by Mr. Berthelot. The motion was seconded by Commissioner Williams. There was no public comment. Motion carried.

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

  
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James Thackston  
Chair

  
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Benjamin J. Berthelot  
President & CEO