

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JUNE 16, 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, Amos Batiste, Vice-Chair, Jimmy Thackston, Brenda Trahan, Jim Doré, Nayan Patel and Ricky Patel.

Commissioners Schilling and Hardy were absent due to other business.

SPECIAL GUEST: Russell Champagne, CPA, Champagne & Company

CALL TO ORDER

Chair O'Meara called the meeting to order.

MINUTES FROM MAY 19, 2021

Commissioner Trahan motioned to accept the May 19, 2021 minutes as written. Vice-Chair Batiste seconded the motion. There was no public comment. Motion carried.

NEW BUSINESS

2020 AUDIT REPORT

Chair O'Meara introduced Russell Champagne, CPA, of Champagne & Company to present the 2020 Audit Report and the financial report for the month of **May**. Mr. Champagne reported on the statement of net position, the required communications letter and the AUP Report for the 2020 Annual Audit. Mr. Champagne reported that there were no compliance findings or management letters as of December 31, 2020.

Commissioner Doré motioned to approve the 2020 Audit Report as presented by Mr. Champagne. The motioned was seconded by Commissioner Thackston. There was no public comment. Motion carried.

MAY 2021 FINANCIAL STATEMENT REPORTS

Mr. Champagne went on to report on the **May** 2021 Financial Statement Report and reported on the assets, liabilities and equity for the month of **May** and January-May comparison to annual budget. Commissioner Thackston motioned to approve the **May** financial reports as presented by Mr. Champagne. The motioned was seconded by Commissioner R. Patel. There was no public comment. Motion carried.

TOURISM & VISITORS REPORT

Eugenie Mitchell, Vice President of Tourism Sales, presented the Tourism & Visitors report to Commissioners. Ms. Mitchell reported that 5 tour groups were booked in the month of **May** for a year-to-date of 59 and 4 losses in **May**.

Ms. Mitchell reported that she had 17 virtual appointments with ABA (American Bus Association) in May.

Ms. Mitchell reported she participated in a webinar with Kaleidoscope Adventures and assisted in developing a 4-night tour with Allons A' Lafayette.

Ms. Mitchell also reported she attended the LTLA-Advocacy meeting in Baton Rouge.

CONVENTION DEPARTMENT REPORT

Jess Henry, Vice-President of Convention Sales, reported that 9 convention/meetings/sporting events turned definite in the month of **May** with an economic impact of \$4.08 million.

Ms. Henry reported she went on a Houston sales mission May 17-20 and had 10 appointments and hosted a lunch with HelmsBriscoe.

Ms. Henry reported on notable leads sent in **May** to Lafayette hotels and/or meeting facilities that included: Southern Public Relations Federation (260 room nights/September 2022), Dick's Sporting Good Summer Slam (200 room nights/August 2021) and Louisiana Little League State Championships (2,676 room nights/July 2021).

Mike Roebuck, Chief Sales Officer reported there has been growing interest in the Mardi Gras VIP experience with 12 buses scheduled for 2022. Mr. Roebuck reported each of the Convention Sales Department's staff outreach and stated that the department is ahead of last year's PACE by 19,935 room nights.

Mr. Roebuck reported that Convention/Sports targets include Lafayette Little League State Championships (July 2021), Sugar Bert Boxing (September 2021), HOGS (Spring 2022/2,400 rooms), USA Trampoline Gymnastics (May 2022), Triple Crown Nationals (July 2022-23-24) and USATF (December 2022 or 2023).

COMMUNICATIONS DEPARTMENT

Kaylie LeBlanc, Assistant Vice-President of Communications, reported 48,710 sessions on www.LafayetteTravel.com in **May**. Ms. LeBlanc also reported statistics from social media accounts: Facebook, Twitter, Instagram, YouTube and Spotify.

Ms. LeBlanc reported that ad value of articles written about Lafayette and the surrounding area was \$434,257.30 and had a reach of over 46,946,730 in the month of **May**.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that the Membership Department had 6 renewals with a year-to-date total revenue of \$14,250.00 and 434 members in **May**.

Ms. French reported that the **June** LCVC Membership Luncheon had approximately 43 attendees at Vermilionville on June 9th.

CREATIVE DEPARTMENT

Lance LeBlanc, Vice-President of Creative, presented slides for EatLafayette and shared the EatLafayette video commercial.

Mr. LeBlanc reported that he designed the new banners for the Visitor Center, created billboards, EatLafayette Passport signage, table-top tents and the digital advertising campaign.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that Visitor Enterprise Grant Funding applications were sent out and are due by July 2nd.

Mr. Berthelot reported that funding for the 2nd round of PPP has been deposited, and documentation is being finalized to be forgiven for round 1 of funding.

Mr. Berthelot reported that HB 415 (which allows for Tourism Improvement Business Districts) was passed in the legislative session.

Mr. Berthelot reported that the EatLafayette campaign began with a news conference with the Lt. Governor to promote the June 22 Taste of EatLafayette kick-off and Louisiana Seafood Board King of Kings Cook-off. He reported that WAITR has been confirmed as title sponsor for EatLafayette and Lafayette Consolidated Government will be a sponsor as well, in addition to other previously confirmed sponsors. Mr. Berthelot also reported that he has done several media interviews promoting the EatLafayette kick-off event with our media partners.

Mr. Berthelot reported that the grant application with the Economic Development Administration is on hold pending the guidelines being released on the national level.

Mr. Berthelot reported that LCVC hosted a film crew last week for Travel with Denella Ri'chard and will get two segments out of the filming, including airing on the American Airlines flights app.


Mr. Berthelot reported that he participated in a video shoot for the Louisiana Office of Tourism that will be shown to Canadian Media and Tour Operators.

Mr. Berthelot reported that LCVC has signed up for the DestinationNEXT Program that provides destination organizations with practical actions and strategies for sustainable success in a dramatically changing world. Mr. Berthelot explained that this program is part of Destinations International and at some point, it will be a requirement for re-accreditation.

Mr. Berthelot reported that a marketing agreement with Dwayne Dopsie was recently signed for him to use the Lafayette Travel banner on tour. He stated the same agreement is with Nathan Williams and hopes to expand this marketing program.

A discussion was held regarding the USA Trampoline Gymnastics that is planned for May 2022, and a possible bid. Out-of-pocket expense for the event is between \$35,000-\$45,000, and would be used through the LCVC Cajundome subsidy, if awarded.

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



John O'Meara
Chair



Benjamin J. Berthelot
President & CEO