

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD DECEMBER 16, 2024

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 3:15 pm.

In attendance were the board of Commissioners as follows: Ricky Patel, Chair, Dr. Vincent June, Vice-Chair, Gerald Breaux, Jim Doré, Dr. Jessica Leger, and John O'Meara.

Commissioners Chris Alack, Nayan Patel, and Brenda Trahan were absent due to other obligations.

SPECIAL GUESTS: Michael Hebert, Attorney, Becker & Hebert, LLC, Dr. Ramesh Kolluru VP for Research, Innovation and Economic Development, University of Louisiana, and Scott Hebert, Director of Facilities, University of Louisiana

GUESTS: Kaleb Speyrer and Sonia Kurowski

CALL TO ORDER

Chair R. Patel called the meeting to order.

MINUTES FROM EXECUTIVE BOARD MEETING NOVEMBER 20, 2024

Commissioner Doré motioned to approve the **November 20, 2024**, executive board meeting minutes as written. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

MINUTES FROM REGULAR MEETING NOVEMBER 20, 2024

Commissioner Leger motioned to approve the **November 20, 2024**, regular meeting minutes as written. Commissioner Breaux seconded the motion. There was no public comment. Motion carried.

NOVEMBER FINANCIAL STATEMENT REPORT

Commissioner O'Meara presented the **November** financial statement report to Commissioners. Commissioner Breaux motioned to approve the **November** financial statement report presented by Commissioner O'Meara. Commissioner Leger seconded the motion. There was no public comment. Motion carried.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, noted the Louisiana Office of Tourism sent a news release announcing the riders for the Rose Bowl Parade including Mark Falgout representing LCVC and LCVC Director of Media Relations, Leiton LeBlanc as a musician.

Mr. Berthelot stated plans for SXSW are moving forward with the two sponsored events, Lafayette Live and the Lafayette Official SXSW Sheauxkaze.

Mr. Berthelot noted as a founding member and charter president he was invited to speak during the 17th Anniversary celebration of the 705 Young Professionals Organization.

Mr. Berthelot reported VP of Tourism Sales Eugenie Mitchell received the Travel South USA Ambassador of the Year in the city category, and Lafayette was named a Travel South USA Global Champion.

Mr. Berthelot stated he met with Parish Proud representatives to discuss their completed work and to renew the partnership.

Mr. Berthelot reported on a meeting with Dave Domingue, Director of Le Centre, to confirm the International Association of Francophone Mayors (AIMF) and Veritech colloquium will both be held in Lafayette in 2025.

Mr. Berthelot stated the site visit with United Soccer League, University of Louisiana Athletics, LCG, Downtown Lafayette, and LA Krewe officials went well. He noted the LA Krewe would like to be promoted from a USL 2 team to a USL 1 team.

Mr. Berthelot reported the Louisiana Office of Tourism confirmed sponsorship of the 2025 International Food Wine and Travel Writers Association conference to be held in Lafayette in October.

Mr. Berthelot stated he was impressed by the architectural presentation for the new Louisiana Music Museum and is excited about the direction of the project.

Mr. Berthelot stated he wanted to notify the Commissioners of a few calls he received after the board adopted resolution interpreting overnight camping facilities and the enforcement of the occupancy tax levy collected by the Lafayette Parish tax collector's office. He reiterated that the sales tax collector asked for the resolution and that occupancy tax guidelines are defined by state law.

NEW BUSINESS

Presentation to board members for service to LCVC

President & CEO Berthelot presented a plaque of appreciation to Ricky Patel for his service as Chair of the Board of Commissioners in 2024.

Nominations and election of 2025 LCVC Board Officers

Commissioner O'Meara nominated Dr. Vincent June for Chair, Chris Alack for Vice-Chair, and Nayan Patel as Treasurer. Commissioner Doré seconded the nomination. There were no other nominations from the floor. There was no public comment. YEA: (6) R. Patel, V. June, G. Breaux, J. Doré, J. Leger, J. O'Meara. NAY: (0). ABSENT: (3) C. Alack, N. Patel, B. Trahan. ABSTAIN: (0). Motion carried.

Approval of the TBID Advisory Committee members

Mr. Berthelot noted the service term for the two LCVC Commissioners appointed to the TBID Advisory Committee was one year. He suggested the Board of Commissioners retain the two previously elected Commissioners on the the TBID committee. Commissioner O'Meara motioned to nominate Jim Doré and Chris Alack for reappointment to the TBID Advisory Committee. Commissioner Leger seconded the nomination. There were no other nominations from the floor.

There was no public comment. YEA: (6) R. Patel, V. June, G. Breaux, J. Doré, J. Leger, J. O'Meara. NAY: (0). ABSENT: (3) C. Alack, N. Patel, B. Trahan. ABSTAIN: (0). Motion carried.

OLD BUSINESS

Indoor Sprots Complex Updates

Mr. Berthelot stated the meeting with Jason Boudrie of Synergy Sports was productive and noted LCVC Commissioners were also interested in hearing from University of Louisiana (UL) officials regarding UL's interest in the indoor sports complex. Mr. Berthelot invited Dr. Ramesh Kolluru, VP for Research, Innovation and Economic Development, and Scott Hebert, Director of Facilities, both from the University of Louisiana to speak with Commissioners.

Dr. Kolluru presented to the Board of Commissioners the 2013 UL Master and Strategic Plans noting the updates as completed, in progress, or with funding secured. He noted the University's interest in a full-service hotel located near the convention center, possible expansion of the convention center, and the development of mixed-use properties along Congress St. and Cajundome Blvd. located within the boundaries of the UL economic development district. Dr. Kolluru noted the indoor sports complex would act as a magnet to draw visitors and spur development in the frontage area. He reported UL would lease the land for \$1/year for 40 years with option to extend the property lease, construct a 700-space parking garage for joint use with the indoor sports complex, vendor contracts would be at the discretion of LCVC, and LCVC would provide a shared schedule for use of the indoor sports facility for UL athletes. Dr. Kolluru confirmed the 2013 UL master plan is being updated now.

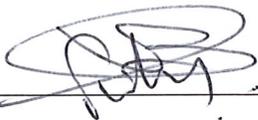
Discussion ensued between Commissioners, Dr. Kolluru, and Scott Hebert pertaining to additional UL facility updates, including the football stadium, lab school, and possible performing arts facility. Dr. Kolluru agreed with Commissioners the importance of market-based studies to determine the size and investment in the proposed housing, shops, and full-service hotel.

Chair R. Patel requested Dr. Kolluru give a presentation to the TBID advisory committee and provide the Commissioners with the updated UL master plan.

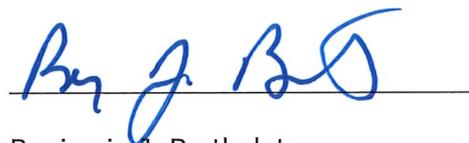
Chair R. Patel requested bylaws be developed for the TBID advisory committee.

Commissioner Doré motioned to adjourn the meeting. Commissioner Breaux seconded the motion. There was no public comment. Motion carried.

There was no other business. Chair R. Patel adjourned the meeting.



Vimal "Ricky" Patel
Chair



Benjamin J. Berthelot
President & CEO