

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JANUARY 15, 2025

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: Dr. Vincent June, Chair, Nayan Patel, Treasurer, Gerald Breaux, Jim Doré, Dr. Jessica Leger, and Brenda Trahan.

Commissioners Chris Alack, Vice-Chair, John O'Meara, and Ricky Patel were absent due to other obligations.

SPECIAL GUESTS: Michael Hebert, Attorney, Becker & Hebert, LLC

CALL TO ORDER

Chair June called the meeting to order.

MINUTES FROM REGULAR MEETING DECEMBER 16, 2024

Commissioner Breaux motioned to approve the **December 16, 2024**, regular meeting minutes as written. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

DECEMBER FINANCIAL STATEMENT REPORT

Treasurer N. Patel presented the **December** financial statement report to the Commissioners. Commissioner Leger motioned to approve the **December** financial statement report presented by Treasurer N. Patel. Commissioner Breaux seconded the motion. There was no public comment. Motion carried.

QUARTERLY DEPARTMENTAL REPORTS

TRAVEL TRADE

Eugenie Mitchell, VP of Tourism Sales, gave the Travel Trade departmental report. She noted for 2024 group and FIT room nights booked were 29,347, up from 28,456 in 2023.

Ms. Mitchell stated the travel trade hosted 63 companies in the market during 2024.

Ms. Mitchell noted the top bookings for Q4 were Rey Royal, Go West Tours, and Bonjour USA.

Ms. Mitchell stated she attended the Travel South International showcase, had 39 appointments and confirmed five group tour series for 2026. She also noted she received the 2024 Ambassador Award, city category, from Travel South.

Ms. Mitchell reported Irene Breaux, Convention and Tourism Sales Manager, completed the Louisiana Tourism Leadership Academy and presented her final presentation.

Ms. Mitchell stated Ms. Breaux attended NTA Travel Exchange with 25 appointments with eight confirmed bookings.

Ms. Mitchell reported on several additional travel shows including Brand USA Travel Week, Louisiana Office of Tourism (LOT) sales mission in Germany, and KiTCHENS/CanUSA trade and media restaurant campaign in Germany.

MEETINGS, CONVENTIONS, & SPORTS SALES

Mike Roebuck, Chief Sales Officer, gave the Meetings, Conventions, & Sports Sales departmental report. He introduced Jimmy Mouton, who will be the new Chief Sales Officer after Mr. Roebuck's retirement in March.

Mr. Roebuck noted in 2024 a \$46.6 million economic impact to the region, up from \$42.7 million in 2023.

Commissioner Brenda Trahan joined the meeting.

Mr. Roebuck reported on several notable leads sent to hotels and meeting facilities during the fourth quarter, including USA Track & Field National Jr. Cross Country Championships, American Loggers Council, Louisiana National Guard Yellow Ribbon committee, and USSSA Softball Toys for Tots tournament.

Mr. Roebuck reported that the full sales team production totals for 2024 included 321 bookings and assists, 102,088 room nights, with an economic impact of \$55.3 million.

SALES SUMMARY-MARKETING INITIATIVES

Mr. Roebuck also presented the Sales Summary & Marketing Initiatives report to Commissioners. Mr. Roebuck noted Danielle Tassin, Senior Sales Director, organized the annual Baton Rouge Sales Blitz, and traveled to the Holiday Showcase and Religious Conference Management Association meetings. Mr. Roebuck also noted Carl Toups, Director of Sports Business Development, attended US Sports Congress.

Mr. Roebuck stated in 2024 the sales team outperformed 2023, closing 10,827 room nights ahead.

Mr. Roebuck noted several convention and sports targets, including the Louisiana Rural Water Association, USA Boxing National Championships, USSSA Fastpitch Southern Nationals, Louisiana Future Farmers Association, American Baptist Association, USSSA Fastpitch State Championship, and Premier Girls Fastpitch.

COMMUNICATIONS

Jesse Guidry, VP of Communications, presented the Communications departmental report. Mr. Guidry noted new Communications Intern, Matthew Coker, joined the team in January.

Mr. Guidry noted 825,000+ users on our website during 2024 and listed the top-performing pages during the fourth quarter as Mardi Gras in Lafayette, Events in Lafayette, Lafayette Hotels & Things to Do.

Mr. Guidry reported on several website metrics, including the origin of website traffic, with an increase of 30,000+ users from our paid sources, noting that 685 people requested the

inspiration guide, and more than 99,900+ people clicked through to a member's website or event.

Mr. Guidry stated more than 500,000+ emails were sent with an open rate of 38%, and a click-through rate of 8%.

Mr. Guidry reported growth across all social media platforms with Facebook as the largest channel and Instagram as the fastest-growing channel.

Mr. Guidry reported on visitation statistics to indicate how specific advertising expenditures resulted in visible visitor traffic. Specifically, he noted differences in the number of room nights and number of trips.

Mr. Guidry noted the media reach for December was 235,000+ with a total media ad value of \$3.02 million.

Mr. Guidry summarized the top five themes the media covered in 2024 when promoting Lafayette Parish, which included the culinary scene, sports and events, cultural and historical significance, economic development and investment, and community and social initiatives.

Mr. Guidry highlighted changes to the EatLafayette campaign including opening the campaign to all restaurants and denoting each as a locally owned, Louisiana owned, or national favorite on the website. The 2025 Taste of EatLafayette event is postponed, but EatLafayette will support current food-related festivals and events already occurring and generate print materials for events and lodging establishments highlighting the local restaurants. Mr. Guidry also outlined promotional opportunities available and price points for advertising on our website, blog, social channels, and publications.

MEMBERSHIP

Hollis Conway, VP of Membership and External Affairs, gave the Membership and External Affairs report. Mr. Conway recapped several external affairs activities he attended including, USATF Jr. Olympic Cross Country Championships, Cal Ripken Opening Ceremonies, LIAA Fall Conference speaker, Krewe Allons meetings, Acadian Museum of Louisiana keynote speaker, AAHOA town hall meeting, Lead Louisiana Mentorship event and several more.

Mr. Conway reported on various tasks associated with the Allons Inspiration Journal advertisement sales and member listing updates.

Mr. Conway reported on the winners of the Inaugural Allons Awards and Banquet held on November 20.

Mr. Conway noted six new Lafayette Travel members.

CREATIVE

Lance LeBlanc, VP of Creative, gave the Creative departmental report summarizing the creative efforts during the fourth quarter. He noted the following completed projects: Communiqué, monthly newsletters, Allons Journal, Lafayette Airport digital board updates, numerous digital and print advertising & promotional campaigns for Mardi Gras and Festival International, video

series of local cultural ambassadors, photos for local gift guide, Allons Awards photos, Media Sales sheet updates, EatLafayette Media kit updates, Mardi Gras schedule brochure, DC Mardi Gras creative assets, and Leadership Lafayette Class XXXVII graduation.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, stated he will attend the Washington DC Mardi Gras along with Mayor-President Boulet, One Acadiana, LEDA, UL, and other partners for the Allons Lafayette suite.

Mr. Berthelot reported he attended the Mardi Gras flag raising at LCG to signify the beginning of the Mardi Gras season.

Mr. Berthelot stated he attended a meeting with Louisiana Krewe FC and UL-Lafayette regarding a 3-year use agreement of the UL soccer field and the pending announcement of the United Soccer League (USL) to promote Louisiana Krewe FC to the USL League 1.

Mr. Berthelot noted plans are ongoing for the Friday night kickoff parade featuring the Krewe Allons.

Mr. Berthelot stated twenty-four pickleball courts will be added to St. Julien Park in Broussard, and LCVC Commissioner Jim Doré will serve on the advisory committee.

Mr. Berthelot noted the appreciation luncheon for our volunteer travel counselors was held at Randol's.

Mr. Berthelot stated Folk Alliance International contacted him regarding a partnership to create opportunities for local musicians in conjunction with their upcoming annual meetings in Montreal and New Orleans.

Mr. Berthelot noted he attended the ribbon cutting for the African American Heritage Trail at Trinity Church.

Mr. Berthelot reported he joined the Communications Department for a meeting with CODOFIL to discuss updates on their Francophone initiatives.

Mr. Berthelot stated he was an invited guest on Michelle Johnston's Seismic Shift Podcast, along with counterparts from Lake Charles, Monroe, and Baton Rouge to discuss the upcoming Super Bowl held in New Orleans.

Mr. Berthelot noted he attended the UL-Lafayette International Students Welcome event at the Alumni House, and LCVC provided bags and Allons brochures for new students.

Mr. Berthelot introduced Jimmy Mouton, who will become the Chief Sales Officer after Mike Roebuck's retirement.

NEW BUSINESS

Resolution authorizing the President & CEO to enter into and sign contracts on behalf of the Lafayette Convention and Visitors Commission

Mr. Berthelot presented a resolution to authorize the President & CEO to enter into and sign contracts on behalf of the Lafayette Convention & Visitors Commission. Commissioner Doré motioned to authorized President & CEO Ben Berthelot to sign contracts on behalf of the Lafayette Convention & Visitors Commission. The motion was seconded by Commissioner Trahan. There was no public comment. YEA: (6) V. June, G. Breaux, J. Doré, J. Leger, N. Patel, and B. Trahan. NAY: (0). ABSENT: (3) C. Alack, J. O'Meara, R. Patel. ABSTAIN: (0). Resolution was declared ADOPTED on the 15th day of January 2025.

OLD BUSINESS

Approval of amending the LCVC Bylaws to include the Immediate Past Chair of the Board as member of the Executive Committee

Mr. Berthelot reviewed the proposed updates to the LCVC Bylaws with Commissioners that were previously presented during the October 16, 2024 board meeting. Commissioner Doré motioned to update the LCVC Bylaws to include the Immediate Past Chair of the Board as a member of the Executive Committee. The motion was seconded by Commissioner Leger. There was no public comment. YEA: (6) V. June, G. Breaux, J. Doré, J. Leger, N. Patel, and B. Trahan. NAY: (0). ABSENT: (3) C. Alack, J. O'Meara, R. Patel. ABSTAIN: (0). Motion to update the LCVC bylaws passed.

Mr. Berthelot also brought to the board the additional proposed changes to the LCVC Bylaws regarding the Commissioners meeting attendance policy. He requested Commissioners review the suggested changes and noted the board would vote on changes during the next regularly scheduled meeting.

Indoor sports complex updates

Mr. Berthelot summarized the pros and cons of the proposed sports complex properties for purchase recommended by the Lafayette Tourism Improvement District Advisory Committee and UL-Lafayette property. He focused on affordability, proximity to hotels, attractions, and ease of transportation, LTID vs non-LTID options, and PR perceptions.

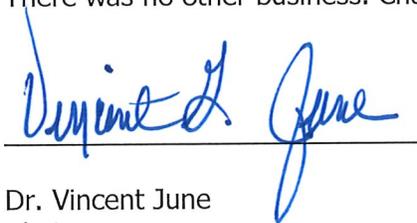
Mr. Berthelot reported he and Mr. Mike Hebert had conversations with the bond attorney, noting the requirement to also meet with a financial advisor. Mr. Berthelot requested a proposal from the financial advisor recommended by the bond attorney to bring to the LCVC Board for review.

Commissioner Doré requested Mr. Berthelot address several questions regarding the LCVC resolution governing and interpreting the terms "overnight camping" facility. Mr. Berthelot noted the resolution was at the request of the sales tax collector's office. Mr. Hebert provided background information regarding why clarification of the terms listed in the resolution was necessary, noting the occupancy tax is statewide law, but collection is under the jurisdiction of the tax collector's office.

Treasurer N. Patel asked if UL-Lafayette will pay the four percent occupancy tax for the UL students assigned housing to certain area hotels. Mr. Berthelot noted UL signed a lease agreement for housing and it was his understanding it would not be subject to the occupancy tax.

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

There was no other business. Chair June adjourned the meeting.

A handwritten signature in blue ink, appearing to read "Vincent June", written over a horizontal line.

Dr. Vincent June
Chair

A handwritten signature in blue ink, appearing to read "Ben J. Berthelot", written over a horizontal line.

Benjamin J. Berthelot
President & CEO