

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JANUARY 21, 2026

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: Chris Alack, Chair, Gerald Breaux, Treasurer, Simone Ancelet, Jim Doré, Dr. Vincent June, and Dr. Jessica Leger. Commissioners Nayan Patel and John O'Meara were absent due to other obligations.

SPECIAL GUESTS: Jamey Abshire, Broussard Sports Complex.

CALL TO ORDER

Chair Alack called the meeting to order.

MINUTES FROM DECEMBER 17, 2025

Commissioner Leger motioned to approve the **December 17, 2025**, regular meeting minutes as written. Commissioner June seconded the motion. There was no public comment. Motion carried.

DECEMBER FINANCIAL STATEMENT REPORT

Due to a software update issue, only the preliminary financial report for December was available. The final report will be presented during the February LCVC Board meeting for approval.

QUARTERLY DEPARTMENTAL REPORTS

TRAVEL TRADE

Eugenie Mitchell, VP of Tourism Sales, gave the Travel Trade department report. She noted the number of group & FIT room nights booked through Q4 is down relative to 2024, this is due in part to both Canada and the European markets trending down, and the strength of the dollar.

Ms. Mitchell reported the top bookings in Q4 included Rey Royal, Go West Tours, Incoming America, and Ctrip.

Ms. Mitchell noted she attended Travel South International Showcase, with 37 appointments, 17 prospective, and 8 new interest accounts. She also noted successfully hosting the Spirit of Louisiana reception for receptive UK tour operators with partners New Orleans, Baton Rouge, and Lake Charles.

Ms. Mitchell noted Irene Breaux attended the National Tour Association with 39 appointments, 8 definites, and 16 prospects.

Ms. Mitchell stated she hosted familiarization tours with operators from South Korea, Belgium, and Spain.

MEETINGS, CONVENTIONS, & SPORTS SALES

Jimmy Mouton, Chief Sales Officer, gave the Meetings, Conventions, & Sports Sales department report. He reported leads to hotels were down by 3% but fared better than the national average,

which is down 18-20%. He also noted the number of definites are down, but the production of each event was higher relative to Q4 2025.

Mr. Mouton summarized sales team production from definites and assists through Q4 with 74,178 room nights and an economic impact of \$44.6 million, also noting sales team room production was ahead of the Q4 goal due to the sports market.

Mr. Mouton reported the top reasons for lost business for Q4 included a local event in the convention center, cost of the venue, an event board decision, and geographic rotation of the event.

Mr. Mouton noted the 5-year convention pace is up 17,940 room nights from 2024.

Mr. Mouton reported notable leads during Q4, included the 2027 Region VI Pretreatment Association Workshop, 2027-2028 LHSAA Boys Basketball State Championships, and 2027 USA Judo Jr. Olympic Championships.

Mr. Mouton reported notable definites, included the 2025 USSA Softball Toys for Tots Tournament, 2026 USA Boxing National Championships, and the 2025 Louisiana Tennis Association Southern Combo.

SALES SUMMARY-MARKETING INITIATIVES

Mr. Mouton stated the sales team, led by Senior Sales Director Danielle Tassin, planned and executed a successful LCVC Sales luncheon & tradeshow with members in Baton Rouge and will be an annual event.

Mr. Mouton reported Carl Toups, Director of Sport Business Development, and the Lafayette LHSAA Golf committee agreed to partner with the Louisiana Golf Association and Kelly Gibson Foundation to enhance the state golf tournament.

COMMUNICATIONS

Mr. Mouton also presented the Communications departmental report. Mr. Mouton noted an increase in visits to the website during December 2025 relative to December 2024, and the top performing pages included Mardi Gras in Lafayette, Events, and Noel Acadian au Village.

Mr. Mouton stated emails reached 30,320 recipients with an open rate of 58%, and a click-through rate of 4%.

Mr. Mouton noted reported visitation statistics based on advertising remained flat with a slight increase in number of trips and visitor days, with highest visitation from Louisiana, Texas, Mississippi, Florida, and Alabama.

Mr. Mouton noted the media with the largest reach, included LCG celebrates grand opening and ribbon cutting for Moore Park, 5 must-visit places in Louisiana, and 10 food saying you'll probably hear on a trip to Louisiana.

MEMBERSHIP

Hollis Conway, VP of Membership & External Affairs, gave the Membership and External Affairs report. Mr. Conway recapped the events and activities he attended including the Michelin Guide Awards

Ceremony, Legislative Road Show, LCVC Sales Luncheon & Tradeshow in Baton Rouge, Allons Awards, Blue Star Marker Veterans Ceremony, National Coalition of Black Meeting Professionals Conference, and several others.

Mr. Conway stated he sent a variety of member communications including monthly newsletters, luncheon announcements, Allons Award notifications, and gumbo people episode releases.

Mr. Conway noted nine new members and/or reactivations during Q4 2025.

CREATIVE

Lance LeBlanc, VP of Creative, gave the Creative departmental report summarizing the creative efforts during Q4 of 2025. He noted the following completed projects: Communiqué, monthly newsletters, Allons Journal, Lafayette Airport digital board updates, numerous digital and print advertising & promotional campaigns for spring, Mardi Gras, and Festival International, Kargo digital ads, updated Visitors' Center parking lot banners, membership luncheon, Moore Park ribbon cutting, and Blue Moon photography and editing, social media content, new interstate billboard designs, and new interstate sign designs.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, stated he will be in Washington DC for DC Mardi Gras alongside LCG Mayor-President Boulet, One Acadiana, LEDA, UL, and many others involved in the suite. This year's theme is Cur Non (Why Not Lafayette) and features America 250.

Mr. Berthelot stated he joined a planning meeting with LCG and other partners for the local America 250 activities.

Mr. Berthelot reported he had a follow-up meeting with Hunter Perret to hear his thoughts on the recent meetings between USL soccer and UL meetings for the LA Krewe's move to USL1 soccer status.

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

Mr. Berthelot stated the annual appreciation luncheon for volunteer travel counselors was held at Bon Temps Grill.

Mr. Berthelot reported LCVC is partnering with LEDA and LCG on the Sound Music Cities work to support musicians as part of the Folk Alliance International meeting where Lafayette Parish will have an official music showcase.

Mr. Berthelot stated he was appointed to a one-year term on the executive committee of One Acadiana.

Mr. Berthelot noted Carol Ross invited him to her radio show to recap 2025 and discuss the proposed indoor sports complex.

Mr. Berthelot reported that filmmaker Adam Pogoff is working on a documentary on the importance of public radio and featuring KRVS. Mr. Berthelot filmed an interview about the

partnership with KRVS, how their work assists tourism, and provided ideas for how to spend his time here.

Mr. Berthelot stated he has been busy with the Southeast Tourism Society, including co-chairing the search committee for a new CEO, and hiring Searchwide Global to conduct the search.

Mr. Berthelot noted he received a call from Triton regarding the Cajundome rate changes for Triton, which he redirected back to the Cajundome to resolve with Triton and the Cajundome Commission.

Mr. Berthelot also noted some updates to the organizational chart to improve collaboration, which included all VP positions now report to Chief Sales Officer Jimmy Mouton, the new Social Media Manager will now report to VP of Creative, Lance LeBlanc, and a title change to Administrative Manager for Meribeth Huizinga, who will maintain duties for President & CEO Ben Berthelot.

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 Breaux motioned to authorized President & CEO Ben Berthelot to sign contracts on behalf of the Lafayette Convention & Visitors Commission. The motion was seconded by Commissioner June. There was no public comment. YEA: (6) C. Alack, G. Breaux, S. Ancelet, J. Doré, V. June, J. Leger. NAY: (0). ABSENT: (2) N. Patel, J. O'Meara. ABSTAIN: (0). Resolution was declared ADOPTED on the 21st day of January 2026.

Rescheduling September LCVC Board meeting to September 23, 2026

Mr. Berthelot presented the option to Commissioners to reschedule the September board meeting to September 23, 2026, due to travel for the One Acadiana Leadership Exchange. Commissioners agreed.

OLD BUSINESS

Indoor sports complex updates

Mr. Berthelot reported he shared with hoteliers on the Lafayette Tourism Improvement District (LTID) Advisory Committee the written legal opinion provided by attorney Michael Hebert, regarding dissolution of the LTID. To date, he has not received a response.

Mr. Berthelot also updated Commissioners about the Memorandum of Understanding (MOU) with UL regarding the indoor sports complex. He noted the transitional changes in administration at UL have delayed discussion of the MOU. Mr. Berthelot stated in order to keep the project moving forward he hopes the MOU comes to fruition, after which he would request a board vote on the UL lease agreement once additional comments have been addressed.

Commissioner Doré requested an update on the I-49 corridor and its impacts to the Visitors' Center. Mr. Berthelot stated the current plans include demolition of the Visitors' Center but there have been no updates to the timeline for these events. He also noted that plans for the

Louisiana Music Museum include space for visitor information and opportunities for a new location are available if needed, but plans remain tentative.

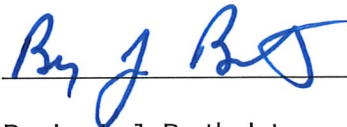
Commissioner Doré also noted the importance of Commissioner attendance during board meetings. Mr. Berthelot confirmed he received a letter of resignation from Ricky Patel due to his commitments to AAHOA and noted the Parish council appointment from the Acadiana Hotel Lodging Association is currently vacant. The council will appoint a new Commissioner in the coming months.

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

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

A handwritten signature in blue ink, appearing to be 'C Alack', written over a horizontal line.

Chris Alack
Chair

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

Benjamin J. Berthelot
President & CEO