

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION AND THE LAFAYETTE TOURISM IMPROVEMENT DISTRICT ADVISORY COMMITTEE, STATE OF LOUISIANA, TAKEN AT A JOINT MEETING HELD JULY 16, 2025

A joint meeting of the Board of Commissioners of the Lafayette Convention & Visitors Commission and the Lafayette Tourism Improvement Advisory Committee, 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, Chris Alack, Vice-Chair, Nayan Patel, Treasurer, Gerald Breaux, Jim Doré, Dr. Jessica Leger, John O'Meara, and Brenda Comeaux Trahan.

Commissioner Ricky Patel was absent due to other obligations.

In attendance were the advisory committee for the Lafayette Tourism Improvement District (LTID) as follows: Ben Berthelot, LCVC President & CEO, Chris Alack, LCVC Commissioner, Jim Doré, LCVC Commissioner, Henil Patel, Gap Management, and Nilesh Patel, JSR Hotels.

Anil Patel, JSR Hotels, and Ricky Patel, LCVC Commissioner, were absent due to other obligations.

SPECIAL GUESTS: Michael Hebert, Attorney, Becker & Hebert, LLC, Lauren Thibodeaux Emert, Director of Economic and Community Development, UL, Dr. Ramesh Kolluru, Vice President for Research, Innovation, and Economic Development, UL, and Geoff Stewart, Assistant Vice President for Innovation and Economic Development, UL, Jamey Abshire, Director of Parks & Recreation, Broussard Sports Complex, and Stephen Marcantel, Reporter, Acadiana Advocate.

CALL TO ORDER

Chair June called the joint meeting to order.

Mr. Hebert, LCVC attorney, noted this was a joint meeting of the Lafayette Tourism Improvement District (LTID) Advisory Committee and the Board of Commissioners of the Lafayette Convention and Visitors Commission (LCVC). He noted the LTID committee had not elected officers, therefore the LTID Advisory Committee meeting was opened by Chair June. He also noted during the open meeting of the LTID Advisory Committee, members of the LCVC Board would receive information but were only eligible to act during their agenda items. Mr. Berthelot noted a regular LCVC agenda item, approval of the June financial statement, was omitted from the current agenda.

Commissioner O'Meara motioned to add approval of the June 30, 2025, financial statement to the agenda. Commissioner Nayan Patel seconded the motion. There was no public comment. Motion carried unanimously. YEA: (8) V. June, C. Alack, Nayan Patel, G. Breaux, J. Doré, J. Leger, J. O'Meara, B. Comeaux Trahan. NAY: (0) ABSENT: (1) R. Patel. ABSTAIN: (0).

MINUTES FROM LTID MEETING JUNE 3, 2025

Commissioner Doré motioned to approve the **June 3, 2025**, meeting minutes as written.

Commissioner Alack seconded the motion. There was no public comment. Motion carried. YEA: (5) B. Berthelot, C. Alack, J. Doré, H. Patel, Nilesh Patel. NAY: (0) ABSENT: (2) A. Patel, R. Patel. ABSTAIN: (0).

MINUTES FROM LCVC REGULAR MEETING JUNE 18, 2025

Commissioner Comeaux Trahan motioned to approve the **June 18, 2025**, regular meeting minutes as written. Commissioner Leger seconded the motion. There was no public comment. Motion carried. YEA: (8) V. June, C. Alack, Nayan Patel, G. Breaux, J. Doré, J. Leger, J. O'Meara, B. Comeaux Trahan. NAY: (0) ABSENT: (1) R. Patel. ABSTAIN: (0).

JUNE FINANCIAL STATEMENT REPORT

Treasurer Nayan Patel presented the **June** financial statement report to Commissioners. Commissioner O'Meara motioned to approve the **June** financial statement report presented by Treasurer Nayan Patel. Commissioner Doré seconded the motion. There was no public comment. Motion carried. YEA: (8) V. June, C. Alack, Nayan Patel, G. Breaux, J. Doré, J. Leger, J. O'Meara, B. Comeaux Trahan. NAY: (0) ABSENT: (1) R. Patel. ABSTAIN: (0).

NEW BUSINESS OF THE LTID ADVISORY COMMITTEE

Consideration and vote on the recommendation to propose to the LCVC Board on the preferred location(s) of the indoor sports facility.

Mr. Berthelot recapped the timeline and formation of the LTID through Louisiana state legislation defining a Tourism Business Improvement District developed in cooperation with Lafayette Parish hoteliers. He noted the LCVC Board resolution forming the LTID and Advisory Committee, and the LCVC resolution to begin levy collection. Mr. Berthelot also listed the proposed locations for the indoor facility studied over the last two years.

Mr. Berthelot reviewed the additional properties suggested by hoteliers after the LTID Advisory Committee meeting held June 3, 2025. Discussion ensued regarding the market status of each property and reiterating the selected location should benefit all hotels within Lafayette Parish.

Mr. Nilesh Patel confirmed his support in placing the facility at the UL location, on condition that the full-service hotel proposed with the expansion of the convention center would not receive any incentives from a government body. Mr. H. Patel and Commissioner Nayan Patel agreed that the location was mutually beneficial for all hotels within the parish, but that providing incentives to build a hotel at this location would be detrimental to current hoteliers. They reiterated that the market should dictate the necessity and size of a hotel at that location. Discussion continued between the LTID Advisory Committee and LCVC Commissioners regarding previous UL request for proposals (RFP) for a convention center expansion and hotel, defining an incentive (e.g., land, tax breaks), and differentiating between the LCVC and UL projects which are inherently linked. Mr. Berthelot noted that hoteliers may attend the LCVC Board meetings to express opinion during public comment periods on the topic. He also stated that the LCVC Board cannot direct or impose restrictions on other government bodies. The hoteliers agreed but indicated additional conversations with LEDA and UL were necessary. Discussion continued regarding offering an incentive to local hoteliers first, providing a geographical boundary or time sensitive incentives specific to the UL location, possible legal implications, and recommending LCVC and UL not provide incentives.

Commissioner Doré asked Dr. Kolluru to provide his opinion about UL working within the incentives discussed here. He noted the economic value and University support for this project, but also confirmed the inherent difficulty in defining incentives, noting the parking structure previously discussed with this project partnership. He reiterated his commitment to honor the request put forth by the LTID Advisory Committee but confirmed geographic boundaries or

other conditions could cause the negotiations to fail. Dr. Kolluru echoed Mr. Berthelot's statement that UL cannot impose restrictions on other government bodies, nor restrict RFPs to internal partners.

Commissioner Doré made a motion to recommend to the board of LCVC to proceed with acquiring the UL property conditioned upon neither LCVC nor UL will provide any incentives to any hotel builder within a five (5) mile radius of the indoor sports complex. Mr. Nilesh Patel seconded the motion.

Prior to the vote, Mr. Berthelot, as a voting LTID committee member, wanted to confirm on record with hoteliers present that the motion articulated what the hotelier community desired to move forward with the indoor sports facility project. Mr. Nilesh Patel and Mr. Henil Patel confirmed that yes, this was accurate if the LCVC Board moves forward with the UL location. Public comment continued concerning the five-mile radius making other hotel projects unrelated to the indoor sports facility problematic, that the current language limits LCVC's ability to pursue incentives, and additional consideration about defining incentives.

There was no additional public comment. YEA: (4) B. Berthelot, J. Doré, H. Patel, Nilesh Patel. NAY: (1) C. Alack. ABSENT: (2) A. Patel, R. Patel. ABSTAIN: (0). Motion carried.

NEW BUSINESS OF THE LCVC BOARD OF COMMISSIONERS

Consideration of the recommendations of the LTID Advisory Committee and vote on the preferred location(s) of the indoor sports complex.

Mr. Hebert stated that Dr. Jessica Leger would recuse herself from discussion and abstain from the vote due to her employment status with UL.

Mr. Berthelot presented to the board points of consideration for locating the indoor sports facility at UL. Financially, as stewards of public funds it is not prudent to spend additional monies on land acquisition. The funds saved by avoiding land purchase could be used for bid fees and costs associated with major events. A draft financial analysis reflects these savings. As part of negotiations, LCVC could receive a 100% return of UL's one percent Economic Development District tax for spending that occurs within the indoor facility and used to offset facility operating costs. The location also offers the greatest opportunity for revenue optimization to pursue larger events with multiple facilities in the immediate vicinity.

Community alignment from multiple area partners provided letters of support for the UL location, including Community Foundation of Acadiana, LEDA, Downtown Development Authority, One Acadiana, and One Acadiana CEO Advisory Council. The LCG and Mayor-President's vision for the Johnston and Bertrand Street revitalization projects also align with the UL location. There is also the possibility of aligning with the Louisiana Krewe soccer club in coordination with UL.

The UL location also aligns with the most recent five-year strategic plan adopted by the LCVC Board of Commissioners, specifically increasing visitation in slower winter months, expanding the capacity to host large convention groups, and improving major roadways for visitor connectivity to activities.

The UL location benefits all hotels with seventy-four percent of all hotels within a five-mile radius of the proposed location. Additionally, major events held at the Cajundome and Convention Center have increased both occupancy and average daily rates throughout Lafayette Parish.

Last, as the result of the new Economic Development District, the proposed indoor facility will generate much needed new revenue for UL and spur action on the UL Commons master plan.

Based on the above considerations, Mr. Berthelot suggested to the LCVC Board to make a motion to pursue UL as the preferred location.

Commissioner Breaux noted that existing infrastructure at the UL location is an incentive. Discussion continued among Commissioners noting that additional incentives may emerge through negotiations with UL. Chair June noted Mr. Berthelot's due diligence in providing financial information, addressing concerns and suggestions from the LTID advisory committee and Commissioners, and aligning multiple facets to culminate in this proposed action.

Commissioner O'Meara motioned to accept the recommendation to pursue UL as the preferred location for the indoor sports facility. Commissioner Comeaux Trahan seconded the motion. There was no public comment. Motion carried. YEA: (7) V. June, C. Alack, Nayan Patel, G. Breaux, J. Doré, J. O'Meara, B. Comeaux Trahan. NAY: (0) ABSENT: (1) R. Patel. ABSTAIN: (1) J. Leger.

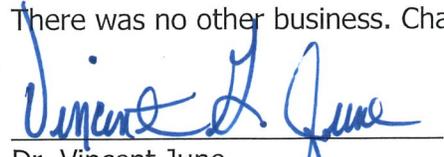
Commissioner Breaux motioned to authorize the President & CEO to enter negotiations on behalf of LCVC on the UL location for the indoor sports facility. Commissioner Alack seconded the motion. There was no public comment. Motion carried. YEA: (7) V. June, C. Alack, Nayan Patel, G. Breaux, J. Doré, J. O'Meara, B. Comeaux Trahan. NAY: (0) ABSENT: (1) R. Patel. ABSTAIN: (1) J. Leger.

PRESIDENT & CEO'S REPORT

Mr. Berthelot suggested waiving his report and the Commissioners agreed.

Vice-Chair Alack motioned to adjourn the meeting. Commissioner Breaux seconded the motion. There was no public comment. Motion carried.

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



Dr. Vincent June
Chair



Benjamin J. Berthelot
President & CEO

LCVC Board Approval date: 8/20/2025

The approval above is for the LCVC Board of Commissioners' portion of the minutes.