
PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JUNE 18, 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: Chris Alack, Vice-Chair, Jim Doré, Dr. Jessica Leger, John O'Meara, and Ricky Patel.

Commissioners Dr. Vincent June, Chair, Nayan Patel, Treasurer, Gerald Breaux, and Brenda Comeaux Trahan were absent due to other obligations.

SPECIAL GUESTS: Michael Hebert, Attorney, Becker & Hebert, LLC, Millicent Norbert, Director of Tourism, City of Broussard, Jeremy Bai, and Troy Kennerson.

CALL TO ORDER

Vice-Chair Alack called the meeting to order.

MINUTES FROM REGULAR MEETING MAY 21, 2025

Commissioner O'Meara motioned to approve May **21, 2025**, regular meeting minutes as written. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

MAY FINANCIAL STATEMENT REPORT

Vice-Chair Alack presented the **May** financial statement report to Commissioners. Commissioner Leger motioned to approve the **May** financial statement report presented by Vice-Chair Alack. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, noted Lafayette Coca-Cola has continued as the Title Sponsor for EatLafayette, and we are grateful for their support.

Mr. Berthelot stated he attended the Southeast Tourism Society Congressional Summit in Washington, D.C., noting that one of the biggest talking points with the delegation was funding cuts to Brand USA.

Mr. Berthelot reported that Explore Louisiana reached out to him for an interview for their tourism impact video campaign and filmed at Vermilionville.

Mr. Berthelot stated that we have renewed our partnership with KRVS for WXPN's World Café. Last year, KRVS recorded thirty-six local bands and submitted the performances to the World Café. Twelve bands were selected, and one performance aired monthly on 285 stations around the country.

Mr. Berthelot noted he received an update from Le Centre and the American Daughters of the Revolution on plans they are considering for America's 250th celebration in 2026. The Mayor-

President is bringing back the Downtown 4th of July celebration in 2025, and all agreed that this would be a great event to acknowledge America's 250th celebration in 2026.

Mr. Berthelot reported he and Sadie French met with the auditors of Champagne & Company for the exit interview. The auditors will present the 2024 audit report during the August board meeting.

Mr. Berthelot stated the Lafayette Parish Visitor Enterprise Grant program received forty-one applications with \$643,370 in total funding requests, and \$200,000 is dispersed annually.

Mr. Berthelot noted that he attended the city council meeting on June 3 in support of an ordinance that affects the Bertrand Drive and Johnston Street revitalization projects.

Mr. Berthelot reported that on behalf of their client, the proposed boutique hotel downtown, HVS Consultants and Valuation Company, reached out for a meeting to discuss market conditions and trends.

Mr. Berthelot noted that LCVC held a full-day staff retreat on June 13 to review the team's "Working Genius" assessments, conduct an organizational Core Values exercise, and review progress of our Strategic Plan.

Mr. Berthelot reviewed the LCVC Strategic Plan with Commissioners, noting continued progress on marketing Lafayette Parish as a destination, visitor mobility in an active outdoor destination, infrastructure for a growing travel industry, and advocating for a sustainable travel industry. He noted efforts by LCVC staff, as well as the importance of partnerships with our local government, non-profit, and business organizations to move forward with these points.

Discussion ensued among Commissioners regarding prioritization of the points within the strategic plan, specifically addressing homelessness, workforce shortages, and affordable housing, while creating actionable steps to move forward on these issues. Commissioners also requested an update from the local government about the status of plans and actions to address homelessness in the parish.

Further conversation occurred surrounding America's 250th anniversary, local and state committee formation, and anniversary celebrations planned in Louisiana.

Additional questions about the Lafayette Visitor Enterprise Fund grants were asked which included qualification requirements, conflicts with other funding sources, and funding award amounts.

OLD BUSINESS
Indoor sports complex updates

Mr. Berthelot reviewed the discussion during the LTID Advisory Committee meeting held June 3, 2025, noting that the committee made a motion to recommend that Commissioners pursue a sports facility with ten courts and an indoor track, with no less than 150,000 square feet. He also noted the LTID Advisory Committee agreed to a joint meeting with the LCVC Board of Commissioners on July 16, 2025.

Mr. Berthelot stated that hoteliers on the LTID Advisory Committee requested to independently research additional property locations, after which he received a call from a realtor.

Mr. Berthelot stated that officials from the University of Louisiana-Lafayette attended the LTID meeting to propose their best offer, which included a 100% return on the UL Economic District one percent tax on spending within the facility for ten years.

Mr. Berthelot noted he received an interview request from Scott Brazda to discuss the indoor sports complex updates, which aired on KADN.

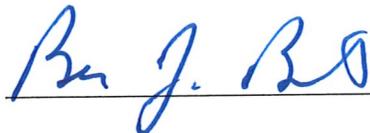
Additional conversation clarified that the role of the LTID Advisory Committee is advisory, and therefore, it is ineligible to vote on action items governing the LTID. It was confirmed that a location vote would take place during the LCVC Board of Commissioners meeting on July 16, 2025, following a joint discussion with the LTID Advisory Committee.

Commissioner O'Meara motioned to adjourn the meeting. Commissioner R. Patel seconded the motion. There was no public comment. Motion carried.

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



Chris Alack
Vice-Chair



Benjamin J. Berthelot
President & CEO