

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MARCH 18, 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, Dr. Jessica Leger, and John O'Meara. Commissioner Nayan Patel, Vice-Chair was absent due to other obligations.

SPECIAL GUESTS: Michael Hebert, Becker & Hebert, LLC, Graham Beduze, City of Broussard, Jamey Abshire, Broussard Sports Complex, and Sam Oliver, Acadiana Center for the Arts.

CALL TO ORDER

Chair Alack called the meeting to order.

MINUTES FROM FEBRUARY 18, 2026

Commissioner June motioned to approve the **February 18, 2026**, regular meeting minutes as written. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

FEBRUARY FINANCIAL STATEMENT REPORT

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

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, stated the Visitor Enterprise grant applications were recently sent out, and special thanks to COO Sadie French for leading the effort.

Mr. Berthelot noted the America 250 celebration planning continues with LCG. LCVC recorded a promotional video that LCG launched featuring many area partners. Mr. Berthelot also stated LCVC is assisting with providing a location for the America 250 mobile museum.

Mr. Berthelot reported that alongside other stakeholders he participated in a strategic planning focus group for South Louisiana Community College and attended the Chancellor's breakfast and a private reception with Richard Nelson, new President of Louisiana Community & Technical College System.

Mr. Berthelot noted he attended the flag raising for Francophone month held at LCG.

Mr. Berthelot stated with the Regular Legislative Session convening on Monday, March 9, and he attended the Louisiana Travel Association bill review and legislative event in Baton Rouge.

Mr. Berthelot reported the city of Broussard broke ground on the new St. Julian Complex Pickleball Courts and during the event he was asked to say a few words about the new product for the area.

Mr. Berthelot noted he will be speaking on a panel for the LFT Fiber Connectivity Summit, entitled "Digital Bridges: Linking Heritage with Tomorrow's Technology."

Mr. Berthelot reported the Downtown Development Authority has taken over the Gulf Brew event from the Acadiana Center for the Arts, and he met with Kevin Blanchard and Jessica Hauerwas to discuss the event.

Mr. Berthelot reported he is working to finalize the nominations for the vacant Hotel-Lodging Association LCVB Board appointment. After additional correspondence, two more names have been received.

NEW BUSINESS

Presentation of the 2026 Sales & Marketing Plan

Jimmy Mouton, Chief Sales Officer, presented to Commissioners the LCVB 2026 Sales & Marketing Plan. Mr. Mouton shared the updates to the new plan, including background information about Lafayette Parish tourism, funding sources, LCVB background information, sales & services, and marketing. He outlined both the team and department specific goals, and the mechanisms to reach each objective. Mr. Mouton also confirmed Commissioners would receive a print copy, and an electronic copy is available now on the LCVB website.

OLD BUSINESS

Sam Oliver Louisiana Music Museum Updates

Ben Berthelot introduced Sam Oliver, Executive Director of the Acadiana Center for the Arts (AcA), to provide Commissioners with an update on the Louisiana Music Museum. Mr. Oliver shared with Commissioners completion in selecting a museum director, architectural firm, and design of the facility. He highlighted the merging of the historic space with the new construction, street scape upgrades, and the museum exhibit design plans. Mr. Oliver discussed the series of immersive, hands-on exhibits as well as the additional visitor services and dance hall space contained within the museum. Last, he shared with Commissioners that the project has achieved 50% of its funding goal and noted the AcA will identify a general contractor to begin construction once 80% of the goal is achieved. Mr. Oliver stated construction is estimated to take 18-20 months with a proposed opening date in early 2028.

Indoor sports complex updates

Mr. Berthelot, in collaboration with Mr. Michael Hebert, LCVB attorney, shared with Commissioners draft language for the Memorandum of Understanding (MOU) with University of Louisiana Lafayette (UL) regarding the future full-service hotel and allocation of parking for the proposed indoor multi-use facility. This language was shared with UL and following a brief meeting, Mr. Berthelot stated more definitive answers would be forthcoming in two weeks. Commissioners agreed the current UL debt issues have changed the optics and we will have to work through with UL.

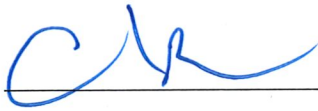
Commissioner Breaux requested a status update on the Travel Lodge property on Pinhook Road and owned by Mr. Ravi Daggula. Mr. Berthelot stated per Mr. Daggula, he intends to break ground on the project in April.

Commissioner Doré noted he received a request to meet with Broussard Mayor Ray Bourque regarding possible interest in locating the indoor multi-use facility in Broussard. Mr. Berthelot

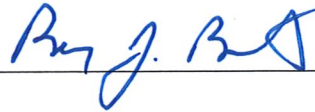
noted no additional follow-up has been received, and he has also received interest from Mayor Charlotte Clavier of Carencro in locating the facility there.

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.



Chris Alack
Chair



Benjamin J. Berthelot
President & CEO