

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MARCH 19, 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, John O'Meara, and Brenda Trahan.

Commissioners Chris Alack, Vice-Chair, and Ricky Patel, Immediate Past Chair, were absent due to other obligations.

SPECIAL GUESTS: Lauren Thibodeaux Emert, Director of Economic and Community Development, UL Lafayette, Dr. Ramesh Kolluru, Vice President for Research, Innovation, and Economic Development, UL Lafayette, and Geoff Stewart, Assistant Vice President for Innovation and Economic Development, UL Lafayette

CALL TO ORDER

Chair June called the meeting to order.

MINUTES FROM REGULAR MEETING FEBRUARY 19, 2025

Commissioner O'Meara motioned to approve the **February 19, 2025**; regular meeting minutes as written. Commissioner Breaux seconded the motion. There was no public comment. Motion carried.

FEBRUARY FINANCIAL STATEMENT REPORT

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

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, stated the plans for the Louisiana Music Museum are progressing and a design development presentation to update stakeholders will happen next week.

Mr. Berthelot noted Visitor Enterprise Grant applications have been sent and are due to LCVC the first week of April.

Mr. Berthelot stated Social Media Manager Caroline Marcello attended SXSW for the two annual events sponsored in part by LCVC, Lafayette Live and the Lafayette Sheauxcaze featuring local musicians and crawfish from the Louisiana Seafood Board.

Mr. Berthelot reported he attended several meetings with the LA Krewe regarding tournament usage at Moore Park. He also noted United Soccer League officials are planning a site visit to Lafayette before announcing the LA Krewe move to the USL 1 division league.

Mr. Berthelot noted he attended Mayor-President Boulet's State of the Parish address.

Mr. Berthelot reported the announcement of the formation of the Downtown Lafayette 501(c)(3) was well received, and he confirmed LCVC will support the organization.

Mr. Berthelot stated he attended the ribbon cutting for the improvements to Brown Park, which will be a great new product for the area.

Mr. Berthelot noted he met with organizers to discuss LCVC involvement with the new REFRAMING Cinema Film Festival focused on African American filmmakers and held in Lafayette over Memorial Day weekend.

Mr. Berthelot reported LCVC hosted the Acadiana Chapter Louisiana Restaurant Association Board of Directors meeting.

Mr. Berthelot noted our team continues to host webinars for the upcoming International Food Wine and Travel Writer Association conference to be held in Lafayette in October.

Mr. Berthelot stated former Lafayette Parish Councilman Kevin Naquin has opened a new restaurant in Duson, Naq's N Duson, with brunch and live music, and we will host our April membership luncheon there.

OLD BUSINESS

Indoor sports complex updates

Mr. Berthelot introduced Dr. Ramesh Kolluru, Mr. Geoff Stewart, and Ms. Lauren Thibodeaux Emert from the University of Louisiana Lafayette (UL) to present an updated partnership opportunity regarding location of the indoor sports complex. Ms. Thibodeaux Emert reported the partnership options include: the approximate land value of the proposed five acres included in the lease agreement for the complex, a 100% return of the UL Economic Development District (EDD) tax on spending within the facility itself for ten years and building a shared parking structure with 700 spaces which requires an additional five acres of land. Ms. Thibodeaux Emert presented income projections utilizing \$15/day/person spend inside the sports facility from the UL EDD based on pro forma estimates provided by Synergy Sports.

Discussion ensued between UL Officials and Commissioners regarding using the facility as a multipurpose space for meetings and events, and clarification of event scheduling within the Cajundome and the LCVC facility. Additional questions were asked regarding the proposed RFP from the University for an expansion of the Convention Center which includes a full-service hotel. Conversations continued including definition of the full-service hotel, subsidies, and leased land for the proposed full-service hotel, allowing the market to dictate the size and type of full-service hotel, and how best to develop the RFP to meet the needs of the market, community, and the University.

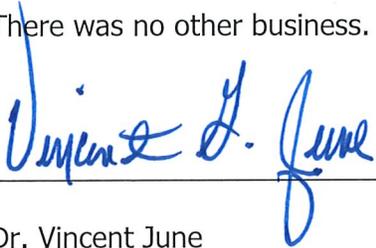
Mr. Berthelot summarized additional points based on several follow-up calls between LCVC financial advisors from The Sisung Group with Synergy Sports to best understand the Public-Private partnership and pro forma estimates provided by Synergy. Mr. Berthelot noted the pro forma is under revision and a new report from Synergy will be ready in the next few weeks. Mr. Berthelot noted after receipt of the updated pro forma report, he would like to schedule a joint

meeting of the LCVC Board of Commissioners and the Lafayette Tourism Improvement District Advisory Board for further discussion.

Mr. Berthelot reported he met with Mr. Warren Abadie, Director of Traffic, Roads, and Bridges, to discuss traffic, sewer, and other engineering requirements for proposed properties for the indoor sports facility. He noted the proposed property on S. College may need a traffic light or other costly infrastructure to be installed at the expense of LCVC, whereas the proposed UL property would require minimal infrastructure updates.

Commissioner Breaux motioned to adjourn the meeting. Commissioner O'Meara 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, reading "Vincent J. June", written over a horizontal line.

Dr. Vincent June
Chair

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

Benjamin J. Berthelot
President & CEO