

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MAY 21, 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, Chris Alack, Vice-Chair, Nayan Patel, Treasurer, Gerald Breaux, Jim Doré, and Dr. Jessica Leger.

Commissioners John O'Meara, Ricky Patel, Immediate Past Chair, 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, Kaleb Speyrer, and via Zoom Kent Schexnayder, Senior Vice President, The Sisung Group, and Jason Boudrie, Founder & CEO, Synergy Sports.

***CALL TO ORDER***

Chair June called the meeting to order.

***MINUTES FROM REGULAR MEETING MARCH 19, 2025***

Commissioner Breaux motioned to approve the **March 19, 2025**, regular meeting minutes as written. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

***MINUTES FROM REGULAR MEETING APRIL 16, 2025***

Commissioner Leger motioned to approve the **April 16, 2025**, regular meeting minutes as written. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

***MARCH FINANCIAL STATEMENT REPORT***

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

***APRIL FINANCIAL STATEMENT REPORT***

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

***PRESIDENT & CEO'S REPORT***

Ben Berthelot, President & CEO, noted he continues to monitor the legislative session. He stated he visited the capital for both Louisiana Restaurant Association (LRA) day and Acadiana Red and White day alongside UL, One Acadiana, and several other partners.

Mr. Berthelot stated he and Jesse Guidry joined Jan Swift on the Discover Lafayette podcast to discuss 20 years of EatLafayette and share some of the new campaign plans.

Mr. Berthelot reported Festival International (FIL) was another success, and stated FIL along with several other events led to strong occupancy numbers and the highest average daily rates observed in recent history for that weekend.

Mr. Berthelot reported he attended the International Achievement Award presentation held by the Lafayette International Center where LCVC handed off the award to the 2025 honoree, The McIlhenny Company.

Mr. Berthelot stated the second year of the Big Towns conference was a success. He noted attendees included several individuals from Grand Rapids, MI met during the One Acadiana trip, and Chattanooga, TN mayor, Tim Kelly.

Mr. Berthelot reported the final presentation for the Louisiana Music Museum included an impressive design and he is looking forward to the possible opportunities.

Mr. Berthelot stated he attended the 25<sup>th</sup> Anniversary celebration of the Community Foundation of Acadiana.

Mr. Berthelot noted that on Sunday, May 18 a great segment about our area music aired on 60 Minutes.

Mr. Berthelot reported that the Bare Feet with Mickela Mallozzi episode of our area and filmed during Festivals Acadiens et Créoles aired with great reviews.

Mr. Berthelot noted he joined UL-Lafayette officials to meet with Danny Smith regarding interest in bringing ice hockey back to Lafayette and discussed the possible opportunities at Blackham Coliseum.

Mr. Berthelot stated he completed his annual interview with the LCVC auditors, noting the audit report should be completed for presentation to the LCVC Board during the next month.

### ***NEW BUSINESS***

#### **Approval of the Louisiana Audit Compliance Questionnaire**

Mr. Berthelot presented the annual 2024 Louisiana Audit Compliance Questionnaire to Commissioners for approval. Commissioner Leger motioned to approve the 2024 Louisiana Audit Compliance Questionnaire. Commissioner Alack seconded the motion. There was no public comment. The motion carried.

YEA: (6) V. June, C. Alack, N. Patel, G. Breaux, J. Doré, J. Leger. NAY: (0) ABSENT: (3) J. O'Meara, R. Patel, B. Trahan. ABSTAIN: (0).

### ***OLD BUSINESS***

#### **Indoor sports complex updates**

Mr. Berthelot introduced Mr. Kent Schexnayder, Senior Vice President, The Sisung Group and LCVC municipal advisor, and Mr. Jason Boudrie, CEO, Synergy Sports, both attending via Zoom, to jointly present the financial report and updated proforma numbers for the indoor sports complex.

Mr. Boudrie stated he worked together with Mr. Schexnayder to update the proforma numbers initially provided by Synergy Sports to reflect more localized, realistic values for insurance, advertising, payroll and benefits, membership, and rental costs for more accurate annual expenses and revenues for an 8-court facility. Based on the estimated values they generated a calendar to show various revenue generating and community use scenarios of the facility throughout the year. Mr. Boudrie noted the role of direct and indirect spending by visitors to the facility and the surrounding community. He stated the current projection model did not account for funds to subsidize the facility, including any hotel/motel tax or Lafayette Tourism Improvement District (LTID) monies, indicating the facility would operate at a projected annual operating loss of \$600,000.

Discussion ensued between Commissioners, Mr. Boudrie and Mr. Schexnayder. Mr. Schexnayder confirmed the loss outcome of the projected operating model above but stated the 2% LTID monies would serve to pay the debt service expenses. Mr. Boudrie also noted that this model included a 10% net operating cost for maintenance with a schedule for facility item replacement. Mr. Boudrie stated Mr. Schexnayder generated four scenarios to review estimated cost and annual debt service, which included: an 8-court-100,000 sq. ft. facility with land acquisition and without land acquisition, and a 10-court-150,000 sq. ft. facility with land acquisition and without land acquisition. Mr. Boudrie noted the larger 10-court facility would generate additional revenue, but not enough to offset the estimated cost increase.

Mr. Schexnayder stated each scenario included six months of capitalized interest; therefore, no payment was required for the first six months. He also noted that the facility includes a private use entity with a taxable component of about ten percent. Discussion continued regarding LCVC bonding money for the project versus funding through a private public partnership. Mr. Berthelot noted that a private company will be contracted through the RFP process to build the facility, while Mr. Schexnayder noted that LCVC would be eligible to use state contracts to reduce the length of the RFP process.

Mr. Boudrie and Mr. Schexnayder left the meeting.

Mr. Berthelot summarized updates given during the April 16, 2025, meeting, stating he was invited to present to the "Grand Lafayette" group, an assembled group of area stakeholders formed after the One Acadiana canvas trip to Grand Rapids, MI. His presentation included the indoor sports facility and the proposed full-service hotel at the Cajundome Convention Center. He noted five organizations that attended the presentation wrote letters of support for locating the indoor sports facility at the UL-Lafayette property, including: LEDA, Ochsner Health, One Acadiana, Community Foundation of Acadiana, and Downtown Lafayette.

Further discussion continued surrounding the roll of Synergy Sports moving forward, the RFP process, gaining a better financial understanding of what facility size is affordable, and the need to select the location to move forward with the project.

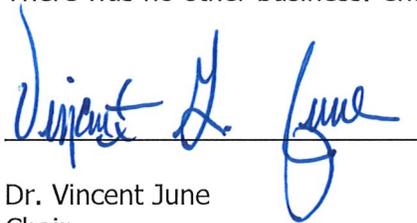
Mr. Berthelot asked if Commissioners were up to date regarding the UL-Lafayette counterproposal and all agreed they were aware. Mr. Berthelot also noted the United Soccer League 1 is in conversation with UL-Lafayette regarding use of the UL soccer stadium for their USL1 franchise.

Mr. Berthelot mentioned the Synergy Sports and Sisung Group presentation did not include discussion on the long-term costs of the facility or the ability to purchase business to utilize the facility. He also reiterated that under the bonded model, repayment occurs within six months, while with the public-private partnership repayment begins at twelve months after construction.

Commissioners asked what the next actionable step is. Mr. Berthelot stated the LTID Advisory Committee requested a meeting on June 3, 2025. He noted that the information presented to the LCVC Board today, along with the updated UL-Lafayette counterproposal would be presented to the LTID Advisory Committee. Commissioners agreed transparency was necessary and suggested a joint meeting of the groups after the next LTID advisory committee meeting.

Commissioner Breaux motioned to adjourn the meeting. Commissioner Doré 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