

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD NOVEMBER 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 Ricky Patel. Commissioners Chris Alack and Brenda Comeaux Trahan were absent due to other obligations.

SPECIAL GUESTS: Michael Hebert, attorney, Becker & Hebert, LLC, and Lakin Hayes.

CALL TO ORDER

Chair June called the meeting to order.

MINUTES FROM OCTOBER 15, 2025

Commissioner Leger motioned to approve **October 15, 2025**, regular meeting minutes as written. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

OCTOBER FINANCIAL STATEMENT REPORT

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

QUARTERLY DEPARTMENTAL REPORTS

TRAVEL TRADE

Eugenie Mitchell, VP of Tourism Sales, gave the Travel Trade department report. She noted the number of group & FIT room nights booked through Q3 is down relative to 2024, but she is working to restore tour dates for 2027 which were lost due to a lack of luxury hotel product.

Ms. Mitchell reported the top bookings in Q3 included Incoming America, Premier World Discovery, and World 2 Meet, along with three top receptive tour operators.

Ms. Mitchell noted she attended the Lt. Governor's Sales Mission to Canada and a Louisiana Sales Event in Orlando focused on domestic, international, and student travel. Ms. Mitchell also noted her attendance at Connect Travel with receptive operators with 34 appointments resulting in 14 prospective accounts, 1 tentative, 4 definites, and 2 external lunch meetings.

Ms. Mitchell stated she hosted tours with multiple visiting groups from Spain, India, and Korea.

MEETINGS, CONVENTIONS, & SPORTS SALES

Jimmy Mouton, Chief Sales Officer, gave the Meetings, Conventions, & Sports Sales department report. He reported that leads to hotels were down slightly, but definite booking, and outside definites in Q3 2025 were similar to Q3 2024.

Mr. Mouton summarized sales team production from definites and assists through Q3 with 74,675 room nights and an economic impact of \$44.5 million, noting sales team room production is well ahead of the Q3 goal due to the sports market.

Mr. Mouton reported the reasons for lost business for Q3 included cost of the venue, an event board decision, geographic consideration or rotation of the event.

Mr. Mouton reported several notable leads during Q3, including the 2028 US Trampoline and Tumbling National Championships, 2025 Louisiana Tennis Association Southern Combo, 2026 Harley Owners Group, and Louisiana Soccer Association Hampton Cajun Classic Tournament.

Mr. Mouton reported on several notable definites, including the 2026 USA Boxing National Championships, 2025 Cowart Swamp National Softball Tournament, and the 2025 Louisiana Tennis Association Southern Combo.

SALES SUMMARY-MARKETING INITIATIVES

Mr. Mouton stated Senior Sales Director Danielle Tassin received four RFPs from Small Market Meetings. She also attended the Louisiana Society of Association Executives where she was reinstalled for her second two-year term on the board, and she organized the first very successful LCVC Sales luncheon and tradeshow with our members in Baton Rouge.

Mr. Mouton noted Director of Sports Business Development Carl Toups attended Connect Sports and gathered nine RFPs. Mr. Toups has also secured Le Triomphe, for the May 2026 LHSAA golf championships, as well as a partnership between the LHSAA Golf committee, Louisiana Golf Association, and Kelly Gibson Foundation to enhance the experience of the state golf tournament.

Mr. Mouton also noted that he, Mr. Toups, and Hollis Conway, VP of Membership and External Affairs, hosted a successful site visit with USA Track & Field leadership regarding the upcoming 2026-2027 Cross Country Jr. Olympic National Championships.

COMMUNICATIONS

Jesse Guidry, VP of Communications, presented the Communications departmental report. Mr. Guidry noted an increase in visits to the website during Q3, and the top performing pages included Events, Festivals, Fall in Lafayette, and Festivals Acadiens et Créoles.

Mr. Guidry stated emails reached 112,735 recipients with an open rate of 64%, which is more than double the industry average, and a click-through rate of 6%, twice the industry average.

Mr. Guidry reported on visitation statistics to indicate how partner advertising expenditures resulted in visible visitor traffic. Specifically, he noted increases in number of trips, visitor days, average length of stay, and number of room nights during Q3.

Mr. Guidry also noted that website statistics showed increases in number of trips, visitor days, and room nights.

Mr. Guidry noted the highest earned media for Q3 included Fall in Lafayette and Ben Berthelot Named Chair of Southeast Tourism Society Executive Committee, with a collective reach of 2.5 billion, and earned media reach of \$22.5 million.

MEMBERSHIP

Mr. Berthelot gave the Membership and External Affairs report. Mr. Berthelot recapped external affairs events and activities Mr. Conway attended including Vermilionville's 35th Anniversary, Wanderlust Ribbon Cutting, Michelin Awards Presentation, and USATF Jr. Olympic Cross Country Championships site visit, and several others.

Mr. Berthelot noted Mr. Conway visited 60 members or potential new members and has focused on servicing members' needs.

Mr. Berthelot reported Mr. Conway sent a variety of member communications including monthly newsletters, luncheon announcements, tailgate invitations, gumbo people series announcements, and Allons Awards Announcements.

Mr. Conway noted five new Lafayette Travel members and the total membership revenue year to date through Q3 2025 was \$15,350.

CREATIVE

Lance LeBlanc, VP of Creative, gave the Creative departmental report summarizing the creative efforts during Q3 of 2025. He noted the following completed projects: Communiqué, monthly newsletters, Allons Journal, Lafayette Airport digital board updates, numerous digital and print advertising & promotional campaigns for winter, Mardi Gras, and fall, Kargo digital ads, EatLafayette digital and print ads and promo board design, Festivals Acadien photos, IFWTWA sponsor sign, gumbo people video shoot, interviews, and editing, cheer squad illustration, DC Mardi Gras bead design, promotional sock design, LVEF luncheon photos, sales department event invitations, 2026 LCVC budget book, and sports deck presentation.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, noted the team is meeting internally to review and finalize the 2026 marketing plan which will be published separately from the 2025 annual report.

Mr. Berthelot stated self-evaluations will be turned in during the next few weeks and staff evaluations will be scheduled for December.

Mr. Berthelot reported meetings continue with the Krewe Allons and Greater SW Mardi Gras Association regarding the Friday night kickoff parade and plans are on schedule.

Mr. Berthelot reported the parish council approved a resolution to accept and approve the 2026 LCVC budget during the November 18th meeting.

Mr. Berthelot stated Festival International de Louisiane will be celebrating its 40th anniversary in 2026 and unveiled a commemorative book during a news conference at City Hall.

Mr. Berthelot reported Dr. Vincent June, Gerald Breaux, and John O'Meara have all been reappointed to the LCVC Board. Simone Ancelet was appointed as the unincorporated area representative because Brenda Trahan was term limited and ineligible for reappointment.

Mr. Berthelot stated he joined Mayor-President Boulet and twenty-five others as part of a delegation to our sister city of Potiers, France, that focused on culture and promotion of the Louisiana Music Museum.

Mr. Berthelot noted he attended the Parish Proud appreciation luncheon at SoLAcc.

Mr. Berthelot stated that following Parish Proud luncheon, he set up a tour of the SoLAcc Culinary program and invited board members of the Acadiana Chapter of the Louisiana Restaurant Association. He noted it is an incredible facility and LCVC will look for ways to include it as part of our strategic plan focused on workforce development.

Mr. Berthelot reported the second annual Allons Awards, honoring the best in Lafayette Parish's hospitality industry were held during the November LCVC Membership luncheon. Winners were recognized in six categories.

NEW BUSINESS

Presentation and vote on adoption of the 2025 amended LCVC Budget

President & CEO Berthelot presented a resolution to approve the amended 2025 LCVC Budget: A RESOLUTION AMENDING THE OPERATING BUDGET FOR THE FISCAL YEAR BEGINNING JANUARY 1, 2025, AND ENDING DECEMBER 31, 2025.

BE IT RESOLVED by the Board of the Lafayette Convention and Visitors Commission in a regularly scheduled meeting that:

SECTION I. The January 1, 2025 – December 31, 2025 Operating Budget of the Lafayette Convention and Visitors Commission is hereby amended in the particulars shown in the amended estimate of 2025 revenues and expenditures of the Lafayette Convention and Visitors Commission attached hereto and made a part hereof by reference.

SECTION II. The President & CEO, Benjamin J. Berthelot, shall have the authority to make changes within individual line items within the Lafayette Convention and Visitors Commission budget, as amended, provided that no such change may alter the overall totals of revenues and expenditures in the budget. Any other changes to the budget must be approved by the Lafayette Convention and Visitors Commission Board of Commissioners.

Said RESOLUTION having been introduced on November 19, 2025, and notice of public hearing having been published, said public hearing having been held, the title having been read the RESOLUTION considered, and record of vote was taken, and the following results were had:

Commissioner R. Patel motioned to approve the resolution to amend the 2025 LCVC Budget. Commissioner O'Meara seconded the motion. There was no public comment. YEA: (7) V. June, N. Patel, G. Breaux, J. Doré, J. Leger, J. O'Meara, R. Patel. NAY: (0). ABSENT: (2) C. Alack, B. Comeaux Trahan. ABSTAIN: (0). The motion to approve the resolution to amend the 2025 LCVC budget passed.

OLD BUSINESS

Indoor sports complex updates

Mr. Berthelot introduced Mr. Michael Hebert, LCVC attorney, to discuss an updated draft lease agreement with the University of Louisiana (UL) for the proposed indoor sports facility which addressed input provided by the board of Commissioner's. Mr. Hebert summarized the main points which included definition of the non-compete clause, determining the baseline features of sports facility, demonstrating public benefit of the facility through use by UL athletic teams, scheduling of events, addition of the LCVC clause for vendor rights, and a clause from UL regarding shared parking. Commissioners were requested to review the updated draft and to provide any comments to Mr. Berthelot.

Mr. Berthelot noted he shared with Commissioners correspondence from a hotelier on the Lafayette Tourism Improvement District (LTID) Advisory Committee on behalf of many hoteliers in Lafayette Parish with a request to dissolve the LTID. The information was also shared with Mr. Hebert who will review the statutes of the Tourism Business Improvement District legislation and provide insight into the steps required to dissolve the LTID. Mr. Hebert also noted he would like to discuss the steps with the bond attorneys.

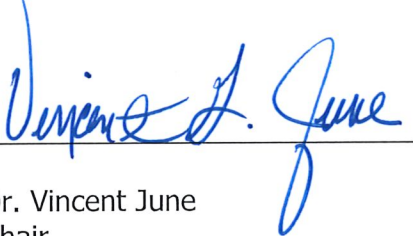
Discussion ensued between Commissioners regarding the feasibility of the requests from the hoteliers on the LTID Advisory committee to UL and if UL has the capability or willingness to meet the request.

Mr. Berthelot noted that no action should be taken until receipt of the legal opinion regarding dissolution of the LTID, but an Acadiana Hotel-Motel Lodging Association meeting should be convened. Commissioner Doré noted that the hoteliers should have their own legal council to represent their interests should they choose to pursue dissolution of the LTID, which was confirmed by attorney Mike Herbert.

Mr. Berthelot noted he was able to give an update on the complex to Mayor-President Boulet.

Commissioner Breaux motioned to adjourn the meeting. Commissioner Leger 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