

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD APRIL 17, 2024

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: Ricky Patel, Chair, Vincent June, Vice-Chair, Chris Alack, Treasurer, Gerald Breaux, Jim Doré, Jessica Leger, John O'Meara, and Nayan Patel.

Commissioner Brenda Trahan was absent due to other obligations.

CALL TO ORDER

Chair Patel called the meeting to order.

MINUTES FROM REGULAR MEETING MARCH 20, 2024

Commissioner Breaux motioned to approve the **March 20, 2024**, regular meeting minutes as written. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

MARCH FINANCIAL STATEMENT REPORT

Treasurer Alack presented the **March** financial statement report to Commissioners. Commissioner O'Meara motioned to approve the **March** financial statement report presented by Treasurer Alack. Commissioner Doré 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 report. She noted 522 group and FIT room nights booked for the first quarter (Q1) of 2024.

Ms. Mitchell reported hosting 22 familiarization (FAM) tours during Q1, equal to the number of FAMs for the whole of 2023.

Ms. Mitchell reported top bookings from Destination America/Insight Vacations, Road Scholar, Joker Reizen, and R&J Tours.

Ms. Mitchell highlighted the Group Travel Leader FAM during which ten domestic operators were selected via application for a five-day familiarization tour of Acadiana, which resulted in significant media coverage.

Ms. Mitchell noted she led an online presentation for top international tour and travel agents with 93 people in attendance worldwide which remains on the American Tours International website.

Ms. Mitchell stated she and Ms. Hodge hosted nine tour buses over three days during the VIP Mardi Gras Experience, totaling 338 room nights consumed.

MEETINGS, CONVENTIONS & SPORTS SALES

Mike Roebuck, Chief Sales Officer, gave the Meetings, Conventions & Sports Sales departmental report. He noted an increase in leads sent to hotels for Q1 of 2024 relative to Q1 of 2023.

Mr. Roebuck reported on several notable leads sent to hotels and meeting facilities during the first quarter, including US Tennis Association, Louisiana Association of College Registrars, LHSAA State Volleyball, Solution Tree, Zydeco Hoopfest, and USA Women's Boxing National Championships.

Mr. Roebuck noted several additional leads will be sent including Cowart Sports Softball Swamp Nationals, National Association of Financial Advisors, Elementary and Jr. Beta Annual Conventions, Louisiana Support Enforcement Association, and LHSAA State Soccer Championships.

SALES SUMMARY-MARKETING INITIATIVES

Mr. Roebuck also presented the Sales Summary & Marketing Initiatives report to commissioners. Mr. Roebuck noted Ms. Hodge will attend the African American Travelers Conference, and Ms. Mitchell will attend Travel South Global Week.

Mr. Roebuck stated Danielle Tassin, Senior Sales Director, will attend the Smart Meetings and Fraternal Executives Association conventions, and Carl Toups, Director of Sports Business Development, will attend the SportsETA conference.

Mr. Roebuck noted that during the first quarter, Convention and Sport booking was 115% of pace to the annual goal, while travel trade has shown significant increases in familiarization tours and inquiries. Collectively, the economic impact is \$8.77 million for the first quarter.

Mr. Roebuck noted several convention and sports targets, including Louisiana Emergency Preparedness Association, Louisiana Rural Water Association, Ripken Baseball Showcase, USA Boxing Nationals, USA Rice Outlook Conference, USA Tae Kwon Do, LHSAA Boys & Girls Soccer Championships, Kappa Alpha Fraternity, and National Catholic Forensic League.

Commissioner Leger left due to other obligations.

COMMUNICATIONS

Jesse Guidry, VP of Communications, presented the Communications departmental report. Mr. Guidry stated interviews for the Director of Media Relations position will be conducted next week and the position will be filled soon.

Mr. Guidry reported on several website metrics, including the number of people who visited the website, top-performing pages, and origin of website traffic.

Mr. Guidry recapped the metrics measured by the Mardi Gras Inspiration Guide indicating 59 users downloaded the guide.

Mr. Guidry reported growth across all social media platforms with Facebook as the largest channel and Instagram as the fastest-growing channel. He noted the top-performing reels included the best local pizza, Public Power Lineworkers Rodeo, food truck Friday at Moncus Park, and the Blue Moon.

Mr. Guidry reported the significant media reach of several articles featured on Dailymotion, Outdoors Wire, and The Group Travel Leaders with a combined reach of over 67 million and earned media value of \$2 million.

MEMBERSHIP

Hollis Conway, VP of Membership and External Affairs, gave the Membership and External Affairs report. Mr. Conway recapped the external affairs meetings and activities he attended during the first quarter of 2024.

Mr. Conway noted 6 new members and 129 renewals during the first quarter.

CREATIVE

Lance LeBlanc, VP of Creative, gave the Creative departmental report summarizing the creative efforts during the first quarter. He noted the following completed projects: Communiqué, monthly newsletters, Allons Journal, numerous advertising/promotional campaigns, Lafayette Weekly, digital and print spring advertising, Kargo advertising, African American & Creole History Insert, 2024 Annual Report & Marketing Plan, video and photoshoots for Zoosiana, Mardi Gras, Lake Martin, Rip Van Winkle Gardens, Sola Violins, Soko Music Experience, Leadership Lafayette, HOG Rally event booklet, Membership Rack cards, and LCVC 50th anniversary promotional materials.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, stated EatLafayette plans are ongoing and was pleased to announce Coca-Cola as the title sponsor this year.

Mr. Berthelot reported National Travel and Tourism Week is May 19-25, and the LCVC membership meeting will be held during that week.

Mr. Berthelot noted he continues to monitor the legislative session. Two new bills of interest dropped; one bill moves the dormant North Lafayette Redevelopment Authority under LEDA, and the second bill would allow UL to create an economic development district on property they own.

Mr. Berthelot reported the LCVC team will participate in the Lt. Governor's "Love the Boot" initiative to beautify the state by picking up litter.

Mr. Berthelot stated that LCVC will be presented with the International Achievement Award by the Le Centre Foundation on April 25th.

Mr. Berthelot reported on a meeting with Carencro Mayor Charlotte Clavier and CAO Purvis Morrison to discuss the new C'est Bon Seasoning Festival launching in fall 2024.

Mr. Berthelot reported the Hilliard Museum contracted Herman Mhire for a Rodin exhibit showing in 2024-2025. Mr. Berthelot plans to join Randy Haynie and the Louisiana Office of Tourism to discuss the exhibit and involvement of LCVC.

Mr. Berthelot noted that on April 16 he attended both Tourism Day and University of Louisiana Day at the state capitol and visited several of our legislators.

Mr. Berthelot stated he was invited to speak during the new Vision Scott Leadership class to discuss tourism and the work of LCVC.

Mr. Berthelot reported that LCVC is working with Synergy Sports on executing the deliverables from the signed contract for the indoor sports complex, specifically the location analysis.

Mr. Berthelot stated the Louisiana Tourism Leadership Academy Marketing session will be held in Lafayette for the first time, presenting an opportunity to highlight the LCVC team and area attraction partners.

Mr. Berthelot reported all Visitor Enterprise Grant Applications have been received and the next steps include grant review, scheduling meetings, and offering recommendations to the selection committee.

Mr. Berthelot reported the Louisiana Voodoo Arena Football team has permanently relocated to Lafayette for the 2024 season.

Mr. Berthelot stated he, Mr. Guidry, and Mr. LeBlanc will interview candidates for the Director of Media Relations position next week.

Mr. Berthelot noted Mr. Roebuck will be retiring in March 2025, and to fill his position he will present to the board a request to start the process of hiring a Chief Sales Officer to train alongside Mr. Roebuck.

Mr. Berthelot reported that Chair Patel had inquired about the Lafayette City Council ordinance banning short-term rentals (STR) in residential areas that took effect on April 1. He will follow up with LCG and present to the board at its next meeting additional information regarding registration, licensing, and enforcement of STRs.

NEW BUSINESS

VOTE ON 2025/2026 LHSAA POWERLIFTING BID

Mr. Berthelot presented information to the Board of Commissioners regarding bidding on the 2025/2026 Powerlifting event at the Cajundome. The Board of Commissioners recognized and agreed upon the importance of having the LHSAA Powerlifting event in Lafayette Parish. However, Commissioner Breaux motioned to decline bidding on the 2025/2026 Powerlifting event due to the financial cost associated with holding the event at the Cajundome which is incurred by the


Lafayette Convention and Visitors Commission versus the return on investment. The motion was seconded by Commissioner O'Meara. There was no public comment. 7 YEAS, 0 NAYS, 2 ABSENT, 0 ABSTAINED. The motion carried.

CYBERSECURITY AWARENESS TRAINING

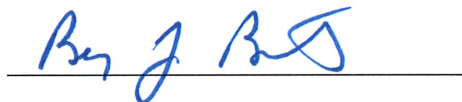
Mr. Berthelot introduced the required cybersecurity awareness training to the Board of Commissioners. Ms. Sadie French, COO, explained the mandated updates to the Statewide Agreed Upon Procedures, noting all employees, elected officials, and contractors are required to take the one-time cybersecurity training within 30 days of hire, certificates must be signed upon completion, and an annual report must be compiled, signed, and made available to the public upon request. Ms. French noted that the Board of Commissioners must vote to include the state-mandated updates to LCVC's Agreed Upon Procedures. Commissioner Breaux motioned to amend the agenda to include a vote on cybersecurity awareness training. Commissioner Alack seconded the motion. There was no public comment. The motion to amend the agenda passed unanimously.

Commissioner O'Meara motioned to approve the updates to LCVC's Agreed Upon Procedures requiring cybersecurity awareness training. Commissioner Doré seconded the motion. There was no public comment. The motion to approve the updates to the LCVC Agreed Upon Procedures passed.

There was no other business. Chair Patel adjourned the meeting.



Vimal "Ricky" Patel
Chair



Benjamin J. Berthelot
President & CEO