

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD APRIL 26, 2023

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: Jim Doré, Chair, Ricky Patel, Vice-chair, Vincent June, Treasurer, Gerald Breaux, Nayan Patel, and Brenda Trahan.

Commissioners Chris Alack and John O'Meara were absent due to other obligations. Commissioner Patrick Hardy was absent due to illness.

CALL TO ORDER

Chair Doré called the meeting to order.

MINUTES FROM REGULAR MEETING MARCH 15, 2023

Commissioner Breaux motioned to waive the reading and to approve the **March 15, 2023**, regular meeting minutes as written. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

MARCH FINANCIAL STATEMENT REPORT

President & CEO Ben Berthelot presented the **March** financial statement report to Commissioners. Commissioner R. Patel motioned to approve the **March** financial statement report presented by Mr. Berthelot. Commissioner N. Patel seconded the motion. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOUR & TRAVEL

Mike Roebuck, Chief Sales Officer, gave the Travel & Tourism Department report. Mr. Roebuck reported first quarter bookings for 2023 have increased and cancelations have decreased compared to 2022.

Mr. Roebuck reported Irene Hodge, Tourism Sales Manager, had a productive American Bus Association conference, attended 52 appointments resulting in 18 prospective and 9 definitive bookings.

Mr. Roebuck reported the VIP Mardi Gras experience was a success, with a total of 9 groups all reporting positive feedback.

Mr. Roebuck noted Eugenie Mitchell, VP of Tourism Sales, and Ms. Hodge hosted the Heritage Club International conference and pre-familiarization tour of Acadiana. They had 18 appointments with two new customer bookings onsite.

Mr. Roebuck reported Ms. Hodge attended the Select Traveler conference with 36 appointments resulting in 20 prospective bookings.

CONVENTIONS, MEETINGS, AND ATHLETICS

Mr. Roebuck gave the Conventions, Meetings, and Athletics report. He reported that the first quarter of 2023 is on a similar pace as the first quarter of 2022.

Mr. Roebuck reported on several key leads, including Louisiana S.T.E.M., Fastpitch America Softball Association, LA Baptist Youth Evangelism Celebration, and Hub City Tip-off.

Mr. Roebuck introduced Danielle Tassin, Senior Director of Sales, and noted Ms. Tassin attended the Louisiana Society of Association Executives meeting and sales calls in Baton Rouge.

Mr. Roebuck reported the Junior and Senior Beta events, and the LHSAA Powerlifting championships were successful.

Mr. Roebuck confirmed the USA Boxing championships and Olympic trials will be held in Lafayette in December 2023.

SALES INITIATIVES

Mr. Roebuck reported that Ms. Mitchell attended Connect RTO, CANUSA familiarization tour, and Global Travel Week.

Mr. Roebuck reported Carl Toups, Director of Sports Business Development, will attend SportsETA, and Ms. Tassin will attend the Smart Meetings and Fraternity Executives Association conferences.

Mr. Roebuck reported growth in pace for convention room nights for 2023 relative to 2022.

Mr. Roebuck reported on multiple future convention and sport event targets, including Cajun Rush, LA Rural Water Association, USA Karate Federation National Championships, and American Bus Association board meeting.

COMMUNICATIONS

Mr. Berthelot gave the Communications report and noted Kaylie LeBlanc, Assistant VP of Communications, attended the Society of American Travel Writers-Central States meeting with 30 journalists in attendance.

Mr. Berthelot reported the Communications department hosted a media press trip over the Mardi Gras holiday with 12 media members in attendance.

Mr. Berthelot reported on the top performing content across social media platforms, including Mardi Gras, SXSW, king cake, crawfish, and women owned restaurants.

Mr. Berthelot noted a media reach of 161 million views for an article written by hosted travel writer Tracy Teo.

Mr. Berthelot reported growth across all social platforms.

Mr. Berthelot reported the first quarter average earned media income was \$15 million.

MEMBERSHIP

Sadie French, Chief Operating Officer, gave the membership report, noting ten new memberships and 217 renewals during the first quarter of 2023. Ms. French reported an average of 51 members attended the monthly membership luncheons.

CREATIVE

Lance LeBlanc, VP of Creative, reported on recently completed projects that included Lafayette Travel Annual Report & Marketing plan, new website design, digital advertising, Mardi gras brochure, button, and photos, Allons Journals and advertorials, EatLafayette advertising, commercial, and media kit, Lafayette Travel and EatLafayette Ultra campaign videos, Bicentennial design and collateral, EatLafayette Bicentennial video series, and Rockbot digital display expansion.

Mr. LeBlanc reported his graduation from the Louisiana Travel Association Leadership Academy this year.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, reported that plans for 2023 EatLafayette local restaurant marketing campaign are ongoing, and the Taste of EatLafayette kickoff event will incorporate the Bicentennial efforts highlighting some of Lafayette's oldest restaurants.

Mr. Berthelot reported the second week of May is National Travel and Tourism week, and Lt. Governor Billy Nungesser will be our guest during the May membership luncheon.

Mr. Berthelot noted the legislative session began April 10 and he is monitoring bills closely.

Mr. Berthelot reported he served on the RFP scoring committee for the new performing arts center at the request of Mayor-President Guillory.

Mr. Berthelot noted a follow-up meeting with the Acadiana Hotel and Lodging Association to discuss a possible indoor sports facility and funding of such.

Mr. Berthelot reported on a follow-up meeting with Schumacher Group, One Acadiana, LEDA, and others regarding the Boomerang campaign targeting professionals from the area who have moved away.

Mr. Berthelot noted he was invited for a podcast interview on Real Talk with Jim Keaty.

Mr. Berthelot noted our participation in the Love the Boot initiative with Lt. Governor Nungesser.

Mr. Berthelot reported he attended the Travel Unity Summit focused on diversity, equity, and inclusion in the tourism industry.

Mr. Berthelot noted he attended U.S. Travel Association Destination Capitol Hill to visit our delegation in Washington D.C.

Mr. Berthelot reported the staff received active shooter training from Myron Fonseca's company, Top Brass.

Mr. Berthelot noted we helped convene a meeting with Acadiana area CVBs, state officials, and local, and international partners for Warren Perrin for his work toward designating Acadiana as a UNESCO world heritage site.

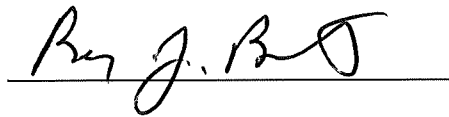
NEW BUSINESS

Mr. Berthelot presented the annual Louisiana Audit Compliance Questionnaire for 2022 for approval. Commissioner Breaux motioned to approve the 2022 Louisiana Audit Compliance Questionnaire. Commissioner N. Patel seconded the motion. There was no public comment. Motion carried.

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



Jim Doré
Chair



Benjamin J. Berthelot
President & CEO