

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD AUGUST 16, 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, Vincent June, Treasurer, Chris Alack, Gerald Breaux, and Nayan Patel.

Commissioners John O'Meara, Ricky Patel, and Brenda Trahan were absent due to other obligations. Commissioner Patrick Hardy was absent due to illness.

***SPECIAL GUESTS:*** Michael Hebert, attorney, Becker & Hebert, LLC, Tiffany Gallagher, VP of Operations, Civitas, Kim Boudreaux, CEO, Catholic Charities of Acadiana, Ben Broussard, CEA Catholic Charities of Acadiana.

***CALL TO ORDER***

Chair Doré called the meeting to order.

***MINUTES FROM REGULAR MEETING JULY 19, 2023***

Commissioner Breaux motioned to approve the **July 19, 2023**, regular meeting minutes as written. Commissioner June seconded the motion. There was no public comment. Motion carried.

***JULY FINANCIAL STATEMENT REPORT***

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

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

Ben Berthelot, President & CEO, reported he was invited by Mark Romig of New Orleans & Company to serve on the PR/Media committee for 2025 Super Bowl host committee.

Mr. Berthelot noted a new partnership with Joel Savoy who is working on a Clifton Chenier tribute album.

Mr. Berthelot stated the EatLafayette campaign is ongoing, with the focus on paid social media, EatLafayette passport sign-ups and sign-ins.

Mr. Berthelot reported the movie trailer for 57 Seconds was released. The movie featuring Morgan Freeman was filmed in Lafayette with assistance from LCVC and will be in theatres at the end of September.

Mr. Berthelot stated the new Executive Director of the Bayou Vermilion District, Stephen Broussard, reached out to set up an introductory meeting.

Mr. Berthelot noted the LAGCOE event scheduled at the Cajundome will not be held in 2024 and the LCVC team is working to fill these dates.

Mr. Berthelot reported working with local skateboarding influencer Daniel Barousse on an event downtown which will garner substantial media attention.

Mr. Berthelot stated he attended and spoke at the groundbreaking of the Brown Park Super Complex project.

Mr. Berthelot reported Jacques Rodrigue reached out regarding a documentary project about his father, George Rodrigue. Release of the documentary coincides with major exhibit at the Hilliard Art Museum and what would have been George's 80<sup>th</sup> birthday.

Mr. Berthelot reported he met with Marcus Marks, the new Director of Event Management for UL Athletics, regarding large events.

Mr. Berthelot noted our tailgate partnership with LCG, OneAcadiana, LEDA, LUS, LUS Fiber and The Louisiana Office of Tourism for all UL home football games.

Mr. Berthelot stated he appreciated the invitation to give a presentation to doctors in residence at UHC about area attractions, activities, and events.

Mr. Berthelot reported on a meeting with Luke Romero regarding a public/private cable park partnership and he put Mr. Romero in contact with LCG officials to pursue the opportunity.

Mr. Berthelot reported he attended the UL State of the University address by Dr. Savoie.

### ***NEW BUSINESS***

President & CEO Ben Berthelot introduced Kim Boudreaux, CEO, and Ben Broussard, CEA of Catholic Charities of Acadiana, to give a presentation about the state of homelessness in the Acadiana area.

Ms. Boudreaux summarized the array of programs serving the Lafayette and Acadiana communities, noting homelessness has reached the worst point in recent history resulting from various causes. She reported on the crisis status of the emergency shelter and future collaborations to address mental health issues.

### ***OLD BUSINESS***

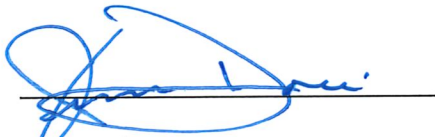
Mr. Berthelot introduced attorney Michael Hebert with Becker & Hebert, LLC representing LCVC, and via zoom Tiffany Gallagher, VP of Operations of Civitas.

Mr. Berthelot presented a resolution to the Board of Directors of the Lafayette Parish Convention and Visitors Commission forming the Lafayette Tourism Improvement District and providing for a notice of intention to levy an assessment therein.

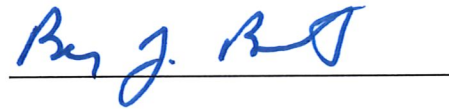
Mr. Berthelot reported the resolution clarified language previously discussed in the July LCVC board meeting regarding the advisory committee. Mr. Hebert confirmed the next steps and timeline after the development of the Lafayette Tourism Improvement District.

Commissioner Breaux motioned to adopt the resolution for the Board of Directors of the Lafayette Parish Convention and Visitors Commission to form the Lafayette Tourism Improvement District and provide for a notice of intention to levy an assessment therein. The motion was seconded by Commissioner Alack. There was no public comment. 5 YEAS, 0 NAYS, ABSENT: P. Hardy, J. O'Meara, R. Patel, and B. Trahan, 0 ABSTAIN. The Resolution was declared ADOPTED on the 16<sup>th</sup> day of August 2023.

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



Jim Doré  
Chair



Benjamin J. Berthelot  
President & CEO