

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD AUGUST 20, 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, Dr. Jessica Leger, John O'Meara, and Ricky Patel. Commissioners Jim Doré and Brenda Comeaux Trahan were absent due to other obligations.

SPECIAL GUESTS: Russell Champagne, Champagne & Company, Jamey Abshire, Director of Parks & Recreation, Broussard Sports Complex, Graham Beduze, Chief Economic Development Officer City of Broussard, Lee Bressler, Managing Director, Raymond James, Jeremy Bai, and Lakin Hayes.

CALL TO ORDER

Chair June called the meeting to order.

MINUTES FROM JULY 16, 2025

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

ANNUAL AUDIT REPORT AND JULY FINANCIAL STATEMENT REPORT

President & CEO Ben Berthelot introduced Mr. Russell Champagne, CPA of Champagne & Company, to present the 2024 Annual Audit Report and the July financial statement report.

Mr. Champagne presented the 2024 Annual Audit Report to Commissioners and noted that because LCVC had no exceptions for the 2023 Agreed Upon Procedures (AUP) report, LCVC was exempt from an audit of the AUP for 2024. Mr. Champagne noted for 2024 a clean audit report and full participation from LCVC staff.

Mr. Champagne presented the **July** financial statement report to the Commissioners. Commissioner O'Meara motioned to approve the **July** financial statement report presented by Mr. Champagne. 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 both the number of group and FIT room nights and number of groups booked were up in Q2 2025 relative to Q2 2024.

Ms. Mitchell reported the top bookings in Q2 included six groups for the 2026 VIP Mardi Gras Experience, Road Scholar, HBX Group and Sonshine Tours.

Ms. Mitchell noted Irene Breaux attended Spotlight on the Southeast, which resulted in three definite bookings, and five prospective bookings. She also noted her own travel to IPW which resulted in six

new contracts for groups and FIT, and Travel South Global Travel Week where she met with 21 journalists.

Ms. Mitchell stated the Travel Trade department hosted ten familiarization tours with groups visiting from France and Latin America.

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 bookings, and outside definites all increased in Q2 2025 compared to Q2 2024.

Mr. Mouton summarized sales team production from definites and assists in Q2 with 51,818 room nights and an economic impact of \$34.6 million, noting sales team room production is well ahead of the Q2 goal, due in large part to the sports market.

Mr. Mouton reported the reasons for lost business for Q2 2025 included a local event in the convention center, lack of a convention center hotel, geographic rotation of an event, unavailable dates, and other reasons, equivalent to \$17.6 million in lost business.

Mr. Mouton reported several notable leads during Q2, including 2027 USCAA Softball and Baseball National Championships, 2026 University National Powerlifting America, 2026-2028 LA Solid Waste Association Environmental Conferences, 2026-2030 Future Business Leaders of America State Convention, and 2025 Louisiana Head Start Annual Conference.

Mr. Mouton reported on several notable definites, including 2026-2027 USATF National Junior Olympic Cross-Country Championships, 2026 True Talent Football, 2026 USSSA National All State Games, 2025 Zydeco Hoopfest, and 2025 SCCA Cajun & Crawfish Cookoff.

SALES SUMMARY-MARKETING INITIATIVES

Mr. Mouton also presented the Sales Summary & Marketing Initiatives report to Commissioners. He reported Carl Toups, Director of Sports Business Development, attended SportsETA where he received fifteen requests for proposals.

Mr. Mouton noted Danielle Tassin, Senior Sales Director, attended the Fraternity Executives Association Annual Conference and Tradeshow where she received two requests for proposals. He also stated Ms. Tassin received two requests for proposals from RCMA.

Mr. Mouton reported that Mr. Toups is working to secure the COPA Soccer Tournament at Moore Park in December 2025.

COMMUNICATIONS

Jesse Guidry, VP of Communications, presented the Communications departmental report. Mr. Guidry noted the top performing pages on the website included Events, Summer, Lafayette Hotels, and Things to Do in Lafayette.

Mr. Guidry noted 18,000+ people clicked through to a member's website or event, and the largest number of website users originated from paid searches.

Mr. Guidry stated emails reached nearly 86,000 recipients with an open rate of 64%, which is more than double the industry average, and a click-through rate of 6%, which is twice the industry average.

Mr. Guidry reported on the top performing social media reels included the Po-boy Trail, Murph's Olde Tyme Snowball Stand, The Best Stop Boudin, and Poor Boys Riverside Inn.

Mr. Guidry reported on visitation statistics to indicate how specific advertising expenditures resulted in visible visitor traffic. Specifically, he noted increases in the average length of stay, number of trips, number of visitor days, and number of room nights during Q2.

Mr. Guidry noted the Forbes article naming Lafayette as the underrated Louisiana city had a media reach of 57.4 million, and Mr. Chimetime tries boudin and names Laura's 2 one of the best meals in the country had a collective media reach of 31 million. Mr. Guidry also noted the earned media revenue for August was \$968k.

MEMBERSHIP

Hollis Conway, VP of Membership and External Affairs, gave the Membership and External Affairs report. Mr. Conway recapped several external affairs events and activities he attended including Big Towns Conference, Love the Boot Cleanup, City Wide Easter Egg Hunt, LHSAA State Golf Championships, Louisiana Clerks of Court Guest Speaker, and several other meetings and events.

Mr. Conway stated he visited 55 members or potential new members and has focused on servicing members' needs.

Mr. Conway reported on a variety of member communications including launch of the Louisiana Hot Sauce Trail, launch of the Lafayette Travel Boudin and Po-boy trails, monthly newsletters, and luncheon announcements.

Mr. Conway noted tasks associated with the Allons Inspiration Journal advertisement sales and member listing updates.

Mr. Conway noted four new Lafayette Travel members and the total membership revenue year to date through Q2 2025 was \$14,725.

CREATIVE

Lance LeBlanc, VP of Creative, gave the Creative departmental report summarizing the creative efforts during the second quarter 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 fall, Kargo digital ads, EatLafayette digital and print ads, visit widget app and graphics, Clifton Chenier video graphics, new City of Scott billboard design, Festival International Photo editing, design and illustrate temporary tattoos, stickers and coloring sheets, link tree social icons, backdrop design and flier mockup, new tailgate signage, Partenaire newsletter, and filming/editing video series of Gumbo People local cultural ambassadors.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, noted EatLafayette will be the presenting sponsor for the Acadiana Eats Festival, and we are able to offer our local restaurants opportunities to participate.

Mr. Berthelot stated LCVC with LCG, LEDA, LUS, and LFT Fiber are partnering for a free tailgating spot provided by UL for home football games.

Mr. Berthelot reported LCVC is working with Downtown Lafayette to attract McNeese fans to come a day earlier for Downtown Alive before the September 6, 2025 home game.

Mr. Berthelot noted that following the Acadiana Advocate article on the board vote last month, he was contacted by numerous media outlets for additional interviews.

Mr. Berthelot reported the communication and sales teams worked together on a quarterly newsletter geared toward our hoteliers to communicate the latest news on the indoor sports complex.

Mr. Berthelot stated he was asked to give an update on the indoor sports complex project to the One Acadiana CEO Advisory Council and Urban Revitalization Committee.

Mr. Berthelot reported he met with Tim Sensely, LCG PARC Director and new Athletic Program Manager Eric Mouton to receive updates on Moore Park.

Mr. Berthelot stated Lafayette was well represented and received as one of the two American cousins recognized during Festival Interceltique in Lorient, France. Over 1,100 people registered for a trip giveaway to Lafayette Parish and we are working with Breizh Amerika on a news conference to announce the winner.

Mr. Berthelot reported on our partnership with Learfield, multimedia rights holder for UL Athletics.

Mr. Berthelot reported the Acadiana Center for the Arts held a breakfast briefing to provide updates on the Louisiana Music Museum, noting that construction is expected to begin in 2026 and the facility will open in 2027.

Mr. Berthelot noted the LCVC team is working on the 2026 Sales and Marketing Plan.

Mr. Berthelot stated he is focused on budget preparation in advance of presenting the proposed 2026 budget to the board during the September meeting, with voting on the proposed 2026 budget during the October meeting.

Mr. Berthelot noted Lafayette is currently in fifth place for the USA Today 10 Best Destinations for Fall voting campaign.

Mr. Berthelot reported that the September Membership Luncheon to celebrate the Lafayette Visitor Enterprise Fund grant recipients and will be Tuesday, September 16, 2025.

Mr. Berthelot stated he would send Commissioners the LCVC bylaws with the updated attendance policy approved February 19, 2025, and noting Commissioner Ricky Patel will be resigning due to his obligations with AAHOA.

NEW BUSINESS

Approval of revisions to the prepaid policy

Ms. Sadie French, Chief Operating Officer, reviewed the current prepaid recognition criteria under the Generally Accepted Accounting Principles (GAAP). She proposed a revision to the recognition criteria to the Commissioners. She noted the revision was not required or mandated, but would increase office efficiency, and remain consistent with GAAP.

Commissioner O’Meara motioned to approve the suggested revised recognition criteria to the prepaid policy. Commissioner R. Patel seconded the motion. There was no public comment. Motion carried. YEA: (7) V. June, C. Alack, N. Patel, G. Breaux, J. Leger, J. O’Meara, R. Patel. NAY: (0) ABSENT: (2) J. Dore, B. Comeaux Trahan. ABSTAIN: (0).

OLD BUSINESS

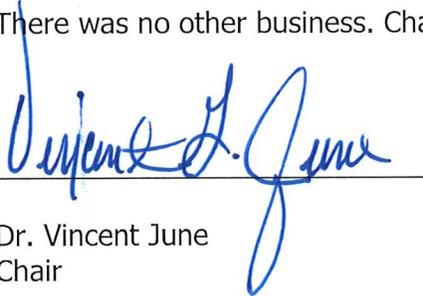
Indoor sports complex updates

Mr. Berthelot noted he is waiting on UL to submit the formal proposal for the proposed indoor sports facility and expects to provide this to Commissioners during the September LCVC Board meeting.

Commissioner Patel asked if Lafayette Tourism Improvement District (LTID) levy collections are included in the current financial statements. Mr. Berthelot stated that they are not included, but rather at the suggestion of the auditors, are deposited in a separate special revenue fund.

Commissioner Alack motioned to adjourn the meeting. Commissioner R. Patel 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