

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD AUGUST 22, 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, Dr. Vincent June, Vice-Chair, Gerald Breaux, Jim Doré, Dr. Jessica Leger, John O'Meara, and Nayan Patel.

Commissioners Chris Alack and Brenda Trahan were absent due to other obligations.

***SPECIAL GUEST:*** via Zoom, Michael Hebert, attorney, Becker & Hebert, LLC.

***GUESTS:*** Sonia Kurowski and Kaleb Speyrer

***CALL TO ORDER***

Chair R. Patel called the meeting to order.

***MINUTES FROM REGULAR MEETING JULY 17, 2024***

Commissioner Doré motioned to approve the **July 17, 2024**, regular meeting minutes as written. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

***JULY FINANCIAL STATEMENT REPORT***

Ben Berthelot, President & CEO presented the **July** financial statement report to the Commissioners. Commissioner Leger motioned to approve the **July** financial statement report presented by Mr. Berthelot. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

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

Ben Berthelot, President & CEO, stated the EatLafayette campaign is ongoing; we continue to promote participating restaurants with paid social media and encourage EatLafayette passport sign-ups and sign-ins.

Mr. Berthelot noted the continued partnership with LCG, One Acadiana, LEDA, LUS, and LUS Fiber for UL Football home game tailgating events.

Mr. Berthelot reported he attended a follow-up strategic planning meeting with the Louisiana Office of Tourism (LOT), noting LOT will add an 18-month fiscal calendar to allow better planning with CVB partners.

Mr. Berthelot noted we finalized our partnership with Learfield, the multimedia rights holder for UL Athletics.

Mr. Berthelot stated plans are moving forward for the Friday night Krewe Allons kickoff parade.

Mr. Berthelot reported we are working to bring the Louisiana Rural Water Association Conference back to Lafayette, stating the meeting between Executive Director Pat Credeur and Mayor-President Boulet went well.

Mr. Berthelot noted LCG officials joined us for a news conference to kick off the USA Boxing National Championships held at the Cajundome Convention Center August 18-20.

Mr. Berthelot stated we are working on an opportunity for a retirement fight in Lafayette for UFC boxer Dustin Poirier.

Mr. Berthelot noted he joined Representative Brach Myers and the Louisiana Travel Association for a back-of-the-house tour of the Hilton Garden Inn to show the inner workings of the hotel industry.

Mr. Berthelot stated he was asked by Kalene Griffith, CEO of Visit Bentonville AR, to serve on an Advocacy Panel at the Southeast Tourism Society Connections Conference.

Mr. Berthelot reported United Soccer League (USL) officials reached out to the University of Louisiana Lafayette regarding the Louisiana Krewe USL 2 team and the possibilities of a franchise, and he was invited to join the discussions.

Mr. Berthelot stated he spent substantial time on the Indoor Sports Complex discussions with partners and Synergy Sports.

### ***NEW BUSINESS***

**Approval of resolution governing and interpreting the terms "overnight camping facilities," "transient guests," "guest rooms," and "recreational vehicles" and to clarify the authority of the Lafayette Convention and Visitors Commission with regard to the collection, administration, and enforcement of the Commission's occupancy tax levy authorized by LA R.S. 33:4574.1.1(A)(16).**

Mr. Berthelot introduced Michael Hebert, LCVC attorney attending via Zoom to summarize the intent behind the proposed resolution. Mr. Hebert noted the resolution clearly defines the terms above which are currently subject to the four percent occupancy tax. He confirmed the resolution does not expand the authority of LCVC to tax certain types of facilities.

Discussion ensued regarding the definition of transient guests as guests who intend to remain less than thirty (30) days, and if guests that stay more than thirty days are exempt from occupancy tax. Mr. Hebert suggested a review of the local ordinances to confirm.

Commissioner Breaux motioned to defer a vote on the approval of the resolution governing and interpreting the terms "overnight camping facilities," "transient guests," "guest rooms," and "recreational vehicles" and to clarify the authority of the Lafayette Convention and Visitors Commission with regard to the collection, administration, and enforcement of the Commission's occupancy tax levy. Commissioner O'Meara seconded the motion to defer the vote. There was



no public comment. YEA: (6) R. Patel, G. Breaux, J. Doré, J. Leger, J. O'Meara, N. Patel. NAY: (0) ABSENT: (3) V. June, C. Alack, B. Trahan, ABSTAIN: (0). The motion to defer carried.

**OLD BUSINESS**

***Synergy Sports Report***

Mr. Berthelot presented to Commissioners the key points from the executive summary of the feasibility analysis, which reviewed potential regional competitor facilities, population demographics within 30-, 60-, and 120-mile radii, and local youth sports participation. He noted the study indicated the area demographics and socioeconomics supported an increase in facility size from 120,000 to 150,000 square feet, capable of holding 10 basketball courts and an indoor track, and would also include office, conference, and meeting space.

Vice-Chair June joined the meeting.

Mr. Berthelot noted 10-15 site options were reviewed, and two potential site options were presented with adequate acreage, access to major thoroughfares, proximity to public transportation, hotels & hospitality, retail/family entertainment, ease of land development, and city-owned versus privately owned land.

Mr. Berthelot stated a public-private partnership/municipal lease was recommended to fund the project.

Mr. Berthelot stated the study suggested 145,000-160,000 total year-one visitors and 131,000 year-one hotel room nights. As a frame of reference, he noted that LCVF currently directly generates an average of 65,000 room nights annually.

Discussion ensued regarding the property tax status of the facility, sales tax, and insurance and the board requested more accuracy on the financial models. The board also requested additional information about the success of indoor sports facilities built and managed by Synergy Sports.

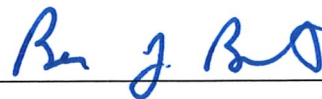
Mr. Berthelot recapped a meeting with University of Louisiana at Lafayette officials noting their interest regarding a potential partnership around the indoor sports facility.

Mr. Berthelot noted that the Lafayette Tourism Improvement District (LTID) advisory committee supported the 2% levy within the LTID move forward with the October 1, 2024 collection date.

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



Ricky Patel  
Chair



Benjamin J. Berthelot  
President & CEO