

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD DECEMBER 7, 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 3:30 pm.

In attendance were the board of Commissioners as follows: Ricky Patel, Vice-Chair, Dr. Vincent June, Treasurer, Chris Alack, Gerald Breaux, John O'Meara, Nayan Patel, and Brenda Trahan. Jim Doré, Chair participated via Zoom.

SPECIAL GUEST: Michael Hebert, attorney, Becker & Hebert, LLC.

CALL TO ORDER

Vice-Chair R. Patel called the meeting to order.

MINUTES FROM REGULAR MEETING NOVEMBER 15, 2023

Commissioner Breaux motioned to approve the **November 15, 2023**, regular meeting minutes as written. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

NOVEMBER FINANCIAL STATEMENT REPORT

Commissioner O'Meara presented the **November** financial statement report to Commissioners. Commissioner O'Meara motioned to approve the **November** financial statement report presented by Commissioner O'Meara. Commissioner N. Patel seconded the motion. There was no public comment. Motion carried.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, reported that Gerald Hebert with University of Louisiana Athletics is inviting the NY Yankees to a spring fundraiser game with UL baseball. Mr. Berthelot worked to have the invitation placed on Lt. Governor Nungesser's letterhead and delivered it to Mr. Hebert.

Mr. Berthelot noted the press release announcing Sid Williams as our rider for the Tournament of Roses Parade was well received.

Mr. Berthelot stated event plans are moving forward for two SXSW events, Lafayette Live and SXSW Lafayette Sheauxkaze.

Mr. Berthelot reported he was honored to be asked by the Greater SW Mardi Gras Association to serve as the Parade Marshal for the 2024 King Gabriel Mardi Gras Parade.

Mr. Berthelot noted the Lafayette Convention and Visitors Commission was named the Louisiana 2023 Outstanding Convention and Visitors Bureau of the Year by the Louisiana Travel Association.

Mr. Berthelot noted he was invited by the 705 Young Professionals Organization to speak during their board retreat.

Mr. Berthelot reported on a meeting with UL Director of Athletics Bryan Maggard to discuss the LHSAA state wrestling event.

Mr. Berthelot reported that LCVC received funds from the Louisiana Office of Tourism Major Events Fund to support the 2023 USA National Boxing Championships and 2024 Olympic Boxing Trial events.

Mr. Berthelot stated Commissioner Alack and Vice-Chair R. Patel were re-appointed to the LCVC board for 4-year terms by the Lafayette Parish Council.

Mr. Berthelot noted a correction that the Scott City Council introduced the ordinance to levy the 5% occupancy tax passed by voters within the city of Scott in November, and the ordinance is up for final adoption on December 7.

NEW BUSINESS

CONSIDERATION AND VOTE ON RESOLUTION PROVIDING FOR THE LEVY WITHIN THE LAFAYETTE TOURISM IMPROVEMENT DISTRICT, EFFECTIVE APRIL 1, 2024, OF A 2% ASSESSMENT ON CERTAIN LODGING BUSINESSES THEREIN; AND PROVIDING FOR OTHER MATTERS IN CONNECTION THEREWITH.

Mr. Berthelot presented a brief timeline outlining the development of the Lafayette Tourism Improvement District (LTID). Mr. Berthelot indicated some board members had questions regarding the LTID, particularly with a newly elected LCG administration, and that a deferment to April 1, 2024, had been recommended instead of January 1, 2024, which had previously been voted on by the LCVC board.

Discussion ensued regarding the timeline of development of the LTID, occupancy tax rates within the cities of Lafayette Parish, and how changes resulting from the recent Lafayette Parish elections may affect the LTID.

Mr. Michael Hebert, attorney, Becker & Hebert, LLC stated the changes between the proposed resolution and the resolution approved on September 20, 2023, such that the levy effective date would be April 1, 2024, changed from January 1, 2024, and the proposed resolution fully repeals the resolution passed on September 20, 2023.

Vice-Chair R. Patel motioned to amend the resolution on the floor providing for the levy within the Lafayette Tourism Improvement District, effective April 1, 2024, of a 2% assessment on certain lodging businesses therein; and providing for other matters in connection therewith; to be revised to read, providing for the levy within the Lafayette Tourism Improvement District, effective June 1, 2024, of a 2% assessment on certain lodging businesses therein; and

providing for other matters in connection therewith. The motion was seconded by Commissioner N. Patel. There was no public comment. YEA: (5) R. Patel, V. June, J. O'Meara, N. Patel, B. Trahan, NAY: (1) G. Breaux, ABSENT: (2) C. Alack, J. Doré, ABSTAIN: (0). The amendment to the resolution passed.

Commissioner Trahan left the meeting due to another commitment.

Vice-Chair R. Patel motioned to adopt the amended resolution providing for the levy within the Lafayette Tourism Improvement District, effective June 1, 2024, of a 2% assessment on certain lodging businesses therein; and providing for other matters in connection therewith. The motion was seconded by Commissioner O'Meara. There was no public comment. YEA: (4) R. Patel, V. June, J. O'Meara, N. Patel, NAY: (0), ABSENT: (3) C. Alack, J. Doré, B. Trahan, ABSTAIN: (1) G. Breaux. The amended resolution did not pass.

Commissioner O'Meara motioned to reconsider agenda item V.a. Consideration and Vote on Resolution to the Board of Directors of the Lafayette Parish Convention and Visitors Commission providing for the levy within the Lafayette Tourism Improvement District, effective April 1, 2024, of a 2% assessment on certain lodging businesses therein; and providing for other matters in connection therewith. The motion was seconded by Commissioner Breaux. There was no public comment. YEA: (5) G. Breaux, R. Patel, V. June, J. O'Meara, N. Patel, NAY: (0) ABSENT: (3) C. Alack, J. Doré, B. Trahan, ABSTAIN: (0). The motion to reconsider agenda item V.a. passed.

Commissioner O'Meara motioned to adopt the resolution providing for the levy within the Lafayette Tourism Improvement District, effective April 1, 2024, of a 2% assessment on certain lodging businesses therein; and providing for other matters in connection therewith. The motion was seconded by Commissioner Breaux. There was no public comment. YEA: (5) G. Breaux, R. Patel, V. June, J. O'Meara, N. Patel, NAY: (0) ABSENT: (3) C. Alack, J. Doré, B. Trahan, ABSTAIN: (0). The Resolution was declared ADOPTED on the 7th day of December 2023. Signed by R. Patel, Vice-Chair

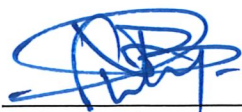
PRESENTATION TO BOARD MEMBERS FOR SERVICE TO LCVC

The presentation was postponed due to the absence of Chair Doré.

NOMINATIONS AND ELECTION OF 2024 LCVC BOARD OFFICERS

Commissioner O'Meara nominated Ricky Patel for Chair, Vincent June for Vice-Chair, and Chris Alack as Treasurer. Commissioner Breaux seconded the motion. There were no other nominations from the floor. There was no public comment. Motion carried.

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



Ricky Patel
Vice-Chair



Benjamin J. Berthelot
President & CEO