

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD FEBRUARY 21, 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: Vincet June, Vice-Chair, Chris Alack, Treasurer, Gerald Breaux, Jim Doré, Jessica Leger, John O'Meara, and Nayan Patel.

Commissioner Brenda Trahan arrived late.

Chair R. Patel was absent due to other obligations.

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

***CALL TO ORDER***

Vice-Chair June called the meeting to order.

***NEW BUSINESS***

Mr. Berthelot summarized the discussion of the Lafayette Tourism Improvement District (LTID) Advisory Committee meeting held on February 21, 2024 at 2:00pm. The LTID advisory committee recommended to the LCVC Board to defer the collection date for the 2% levy within the Lafayette Tourism Improvement District, from April 1, 2024 to October 1, 2024.

Commissioner O'Meara motioned to add to the LCVC Board meeting agenda discussion regarding whether the resolution passed on December 7, 2023 should be amended to postpone the collection of the LTID assessment from April 1, 2024 to October 1, 2024. Commissioner N. Patel seconded the motion. There was no public comment. YEA: (7) V. June, C. Alack, G. Breaux, J. Doré, J. Leger, J. O'Meara, N. Patel. NAY: (0) ABSENT: (2) R. Patel, B. Trahan, ABSTAIN: (0). The motion to add the item to the agenda carried.

Mr. Michael Hebert, attorney, Becker & Hebert, LLC stated the changes between the proposed amended resolution and the resolution approved on December 7, 2023, such that the levy effective date would be October 1, 2024, changed from April 1, 2024, and the proposed resolution fully repeals the resolution passed on December 7, 2023.

Commissioner O'Meara 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 October 1, 2024, of a 2% assessment on certain lodging businesses therein; and providing for other matters in connection therewith. Commissioner N. Patel seconded the motion. There was no public comment. YEA: (7) V. June, C. Alack, G. Breaux, J. Doré, J. Leger, J. O'Meara, N. Patel. NAY: (0) ABSENT: (2) R. Patel, B. Trahan, ABSTAIN: (0). The motion to amend the resolution carried.

Commissioner O'Meara motioned to adopt the amended resolution providing for the levy within the Lafayette Tourism Improvement District, effective October 1, 2024, of a 2% assessment on certain lodging businesses therein; and providing for other matters in connection therewith. Commissioner Leger seconded the motion. There was no public comment. YEA: (7) V. June, C. Alack, G. Breaux, J. Doré, J. Leger, J. O'Meara, N. Patel. NAY: (0) ABSENT: (2) R. Patel, B. Trahan, ABSTAIN: (0). The resolution was declared ADOPTED on the 21<sup>st</sup> day of February 2024. Signed by V. June, Vice-Chair.

### ***MINUTES FROM EXECUTIVE COMMITTEE MEETING JANUARY 17, 2024***

Commissioner Breaux motioned to approve the **January 17, 2024**, executive committee meeting minutes as written. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

### ***MINUTES FROM REGULAR MEETING JANUARY 17, 2024***

Treasurer Alack motioned to approve the **January 17, 2024**, regular meeting minutes as written. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

### ***JANUARY FINANCIAL STATEMENT REPORT***

Treasurer Alack presented the **January** financial statement report to Commissioners. Commissioner Doré motioned to approve the **January** financial statement report presented by Treasurer Alack. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

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

Ben Berthelot, President & CEO, reported collaborating with Coach Duane Urbina to finalize the logistical details for the LHSAA State Powerlifting Championships in March.

Mr. Berthelot reported renewal of the marketing sponsorship with female race car driver Sarah Montgomery.

Mr. Berthelot reported the Bienvenue a Lafayette Suite at the Washington Mardi Gras with the 125<sup>th</sup> birthday of the University of Louisiana theme was well received.

Mr. Berthelot reported the Krewe Allons Friday Kickoff Parade went very well and attendance was significantly higher than previous years.

Commissioner Trahan joined the meeting.

Mr. Berthelot reported he attended the legislative fundraiser for the six area freshman legislators sponsored by the Louisiana Travel PAC.

Mr. Berthelot noted he coordinated a meeting with the Louisiana Office of Tourism for Fernando Perez who plans to launch a new Acadiana Cuban Festival.



Mr. Berthelot stated he had a productive meeting with Kevin Blanchard, the new CEO of the Downtown Development Authority.

Mr. Berthelot reported that at the request of Mayor-President Boulet, he and Mandi Mitchell, President & CEO of LEDA, are researching independent companies and operating models for the indoor sports complex.

Mr. Berthelot noted he met with consultants hired by The Community Foundation of Acadiana which is undergoing a strategic planning process.

Mr. Berthelot stated a deal has been finalized for the USA Women's Boxing National Championships which will be held in Lafayette in August 2024.

Mr. Berthelot reported with the Martin Accordion family ceasing group tours, Ms. Mitchell and Ms. Hodge have found exciting new products to replace the popular tour.

Mr. Berthelot stated Mayor-President Boulet requested our team be part of a branding working group for the city of Lafayette.

Mr. Berthelot noted the 2023 Annual Report, and 2024 Marketing Report will be mailed to our tourism partners soon.

### ***OLD BUSINESS***

#### ***REVIEW OF LAFAYETTE CONVENTION AND VISITORS COMMISSION BYLAWS***

Commissioners received a copy of the current LCVC Bylaws during the January 21, 2024 LCVC Board meeting for review. Mr. Berthelot noted the LCVC Bylaws may be updated at the request of Commissioners. No suggestions from Commissioners were made at this time.

### ***EXECUTIVE SESSION***

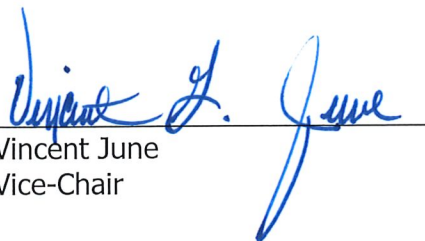
Commissioner O'Meara motioned to move the meeting to executive session. Commissioner Alack seconded the motion. There was no public comment. Motion carried. Mr. Berthelot asked LCVC staff and guests to exit the meeting.

Executive session discussion ensued.

Commissioner Breaux motioned to exit the executive session. Commissioner Alack seconded the motion. There was no public comment. Motion carried.

Commissioner Breaux motioned to approve the recommendations of the Executive Board regarding the President & CEO's evaluation discussed in the executive session. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

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



Vincent June  
Vice-Chair



Benjamin J. Berthelot  
President & CEO