

PROCEEDINGS OF THE LAFAYETTE TOURISM IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD FEBRUARY 21, 2024

The Lafayette Tourism Improvement District Advisory Committee 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 2:00 pm.

In attendance were the advisory board for the Lafayette Tourism Improvement District (LTID) as follows: Ben Berthelot, LCVC President & CEO, Chris Alack, LCVC Commissioner, Jim Doré, LCVC Commissioner, Ricky Patel, LCVC Commissioner, Anil Patel, AAA Hotel Management, Henil Patel, Gap Management, and Neal Patel, AAA Hotel Management.

Guests in attendance: Gerald Breaux, Jessica Leger, and Nayan Patel.

SPECIAL GUESTS: Mayor-President Monique Boulet, Lafayette Parish, Yancy LeGrande, Policy Advisor, Lafayette Consolidated Government, Michael Hebert, attorney, Becker & Hebert, LLC.

CALL TO ORDER

Ben Berthelot, President & CEO, called the meeting to order.

WELCOME AND INTRODUCTIONS

Mr. Berthelot welcomed attendees to the meeting and individuals introduced themselves.

DISCUSSION WITH MAYOR-PRESIDENT MONIQUE BOULET

Mayor-President Boulet addressed the LTID advisory committee regarding her support of the proposed indoor sports facility and additional thoughts on location and traffic analyses.

Discussion ensued regarding traffic patterns, noting this is a parish-wide tax levy, differences between Tourism Business Improvement District (TBID) versus government-owned facility funding and maintenance, how economic diversification in Lafayette Parish over time has affected hotel occupancy trends and revenue, the importance of being the first TBID funded facility in Louisiana, and consideration of the size, multi-functionality, and funding partnerships of the facility.

Mr. Berthelot noted he and Mandi Mitchell, President & CEO of LEDA, at the request of Mayor-President Boulet, reviewed sports facility development and management models.

Mayor-President Boulet noted upcoming groundbreaking on the University corridor, the role of the I-49 expansion, and current growth of Lafayette as factors in selecting location.

DISCUSSION OF NEXT STEPS

Discussion ensued regarding the current April 1, 2024, levy collection date and whether to proceed with or postpone the collection date. All advisory board members agreed on the

necessity of a location study to determine viable options, and to include the Lafayette Economic Development Association in future location discussions.

Mr. Berthelot motioned to add to the LTID agenda that the LTID advisory committee recommend to the LCVC Board of Commissioners to defer the collection date for the 2% levy within the LTID assessment area from April 1, 2024, to October 1, 2024. Commissioner Doré seconded the motion. There was no public comment. The motion to add the item to the agenda carried.

Mr. Berthelot motioned to recommend to the LCVC Board of Commissioners to defer the collection date for the 2% levy within the LTID assessment area from April 1, 2024, to October 1, 2024. Commissioner Doré seconded the motion. There was no public comment. The motion to recommend deferring the collection date passed.

Commissioner Alack motioned to adjourn. Anil Patel seconded the motion. There was no public comment. The motion to adjourn carried.



Benjamin J. Berthelot
President & CEO