

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JANUARY 17, 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, Vincet June, Vice-Chair, Chris Alack, Treasurer, Gerald Breaux, Jim Doré, John O'Meara, Nayan Patel, and Brenda Trahan.

***CALL TO ORDER***

Chair R. Patel called the meeting to order.

***MINUTES FROM EXECUTIVE COMMITTEE MEETING DECEMBER 7, 2023***

Commissioner O'Meara motioned to approve the **December 7, 2023**, executive committee meeting minutes as written. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

***MINUTES FROM REGULAR MEETING DECEMBER 7, 2023***

Commissioner O'Meara motioned to approve the **December 7, 2023**, regular meeting minutes as written. Treasurer Alack seconded the motion. There was no public comment. Motion carried.

***DECEMBER FINANCIAL STATEMENT REPORT***

Treasurer Alack presented the **December** financial statement report to Commissioners. Commissioner Breaux motioned to approve the **December** financial statement report presented by Treasurer Alack. Commissioner Trahan 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 report. She noted good production for group and FIT during 2023 with an increase of 7,000 room nights booked.

Ms. Mitchell noted during the Travel South International Showcase she had 39 appointments, 5 new bookings including group a tour series, 14 prospective accounts, and 12 accounts with current business in Lafayette adding products.

Ms. Mitchell reported Lafayette and New Orleans together hosted 10 receptive tour operators to bring business to Lafayette and New Orleans after the Travel South International appointments.

Ms. Mitchell stated she had 32 appointments, 11 prospective and 2 confirmed bookings during the World Travel Market.

Ms. Mitchell noted Irene Hodge, Tourism & Convention Services Manager, had 35 appointments with 15 strong prospects and 2 definite bookings during the National Tour Association meeting.

Ms. Mitchell reported she had 40 appointments, including 8 entirely new companies, resulting in 2 confirmed programs, and 4 additional prospective new programs during the international Brand USA Travel week.

Ms. Mitchell noted 7 familiarization tours, including one with a new company, NAAR Voyages.

### ***MEETINGS, CONVENTIONS & SPORTS SALES***

Mike Roebuck, Chief Sales Officer, gave the Meetings, Conventions & Sports Sales departmental report. He noted there were fewer leads sent to hotels in 2023 versus 2022, but more business was turned definite in 2023. Mr. Roebuck noted the definite economic impact of 2023 was \$54.8 million versus \$41.8 million in 2022.

Mr. Roebuck noted several notable leads sent to hotels and meeting facilities during the fourth quarter, including: Louisiana Track & Field Coaches Association, Jump Start 2024, USSSA Toys for Tots, and LHSAA Powerlifting Championships.

Mr. Roebuck reported both the Convention & Sports department and Travel Trade departments exceeded their internal sales goals, together resulting in 408 bookings and assists for 111,767 room nights.

### ***SALES SUMMARY-MARKETING INITIATIVES***

Mr. Roebuck also presented the Sales Summary & Marketing Initiatives report to commissioners. Mr. Roebuck noted Ms. Hodge will attend the American Bus Association and Heritage Clubs International meetings, while Ms. Mitchell will attend the Travel South Sales Mission and LOT Sales Missions.

Mr. Roebuck stated Danielle Tassin, Senior Sales Director, will attend the Religious Conference Manager Association meeting and Indianapolis Sales Mission, while Carl Toups, Director of Sports Business Development, will attend the SportsETA conference.

Mr. Roebuck noted several convention and sports targets, including Louisiana Emergency Preparedness Association, Louisiana Rural Water Association, Outdoor Writers Association Annual conference, National Catholic Forensic League, USA Tae Kwon Do, LHSAA Boys & Girls Soccer Championships, LHSAA Boys & Girls Tennis Championships, Kappa Alpha Fraternity, Juvenile Justice Conference, and USA Boxing Nationals.

### ***COMMUNICATIONS***

Jesse Guidry, VP of Communications, presented the Communications departmental report. Mr. Guidry noted an increase of 3,550 users to our website during December, noting the top performing pages were the Christmas events and Mardi Gras pages.

Mr. Guidry reported more than 35,000 total contacts receive monthly newsletters as part of the email marketing campaign.

Mr. Guidry reported consistent growth across all social media platforms with Facebook as the largest channel and Instagram as the fastest growing channel. He also noted the top performing reels which included EatLafayette & NIL ULTRA campaign collaboration, Lafayette gift guide, and a new restaurant opening in downtown Lafayette.

Mr. Guidry reported the Communications Department hosted 14 journalists in December, with a media reach over 107 million, and an earned media value close to \$1 million.

Mr. Guidry shared the Mardi Gras insider's guide, a curated experience for visitors, connecting user data with marketing efforts.

### ***MEMBERSHIP***

Sadie French, Chief Operating Officer, gave the Membership Revenue report noting 4 new members and 3 renewals during the fourth quarter.

Ms. French noted the total membership revenue year to date through the fourth quarter was \$21,225.

### ***CREATIVE***

Lance LeBlanc, VP of Creative, gave the Creative departmental report summarizing the creative efforts during the fourth quarter. He noted the following completed projects: Communiqué, monthly newsletters, Allons Journal, numerous advertising/promotional campaigns, Lafayette Weekly, digital and print spring advertising, Kargo advertising, Sales Media sheet design, 2024 Mardi Gras banners, social media reels for USA boxing, videos and photoshoots for AcA, Artwalk, Lafayette Science Museum, DC Mardi Gras displays and collateral, EatLafayette photos, Cajun & Creole Christmas rack cards, staff Christmas cards, NIL Ultra athlete reels, LCVC 50<sup>th</sup> anniversary promotional materials.

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

Ben Berthelot, President & CEO, stated he met with staff members of The Current to assist with their Big Towns Conference designed to discuss relevant issues of similarly sized communities.

Mr. Berthelot reported he attended the three Community Conversations by Mayor-President Boulet which featured I-49, Revitalization & Housing, and the role of LCG in economic growth.

Mr. Berthelot stated Mayor-President Boulet is keeping the Bienvenue a Lafayette Suite for the DC Mardi Gras and noted he would be traveling to Washinton DC to attend.

Mr. Berthelot reported he joined Mayor-President Boulet, LCG and the Greater SW Mardi Gras officials for the Mardi Gras flag raising to signify the start of carnival season.

Mr. Berthelot stated he finalized a Cooperative Endeavor Agreement between LCVC and the Acadiana Center for the Arts for the Louisiana Music Museum capital improvements.

Mr. Berthelot reported he attended the last action of the Lafayette Parish Bicentennial celebration, the burial of two time capsules to be opened in 50 and 100 years, respectively. Each contained a letter, digital, and print materials from LCVC.

Mr. Berthelot stated he attended the inauguration festivities for Mayor-President Boulet, and the Lafayette City and Parish Councils.

Mr. Berthelot stated the LCVC board should consider passing a resolution regarding the definition of campgrounds following a lawsuit in West Baton Rouge Parish.

Mr. Berthelot reported he attended a meeting between LCG and city of Scott officials, Cajun BMX board members, and Fenstermaker; design plans are moving forward for the BMX park.

Mr. Berthelot noted the renewal of the marketing sponsorship with the Louisiana Krewe FC, which competes in the United Soccer League Two.

Mr. Berthelot stated he joined the Lt. Governor in Baton Rouge for his inauguration celebration.

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

Mr. Berthelot stated he had a great meeting with Mayor-President Boulet to brief her on several on-going initiatives, and to discuss her thoughts on the indoor sports complex. He noted Mayor-President Boulet agreed to attend a meeting with the LTID committee.

Mr. Berthelot noted he attended the Louisiana Travel Association Annual Meeting to accept the 2024 CVB of the Year award.

Mr. Berthelot stated Hollis Conway has accepted the new VP of Membership and External Affairs position.

Mr. Berthelot noted Rudy Macklin was reappointed by Governor Landry as Director of the Governor's Council on Physical Fitness and Sports, which is good news as we currently collaborate on several projects.

### ***NEW BUSINESS***

### ***RESOLUTION AUTHORIZING THE PRESIDENT & CEO TO ENTER INTO AND SIGN CONTRACTS ON BEHALF OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION***

Mr. Berthelot presented a resolution to authorize the President & CEO to enter into and sign contracts on behalf of the Lafayette Convention & Visitors Commission. Commissioner Trahan motioned to authorized President & CEO Ben Berthelot to sign contracts on behalf of the Lafayette Convention & Visitors Commission. The motion was seconded by Commissioner O'Meara. There was

no public comment. 8 YEAS, 0 NAYS, 0 ABSENT, 0 ABSTAINED. Resolution was declared ADOPTED on the 17th day of January 2024.

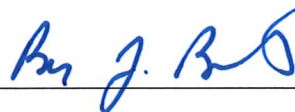
**REVIEW OF LAFAYETTE CONVENTION AND VISITORS COMMISSION BYLAWS**

At the request of Commissioner Doré LCVC bylaws were distributed, and commissioners were asked to review and confirm they understand the bylaws as written.

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



Vimal "Ricky" Patel  
Chair



Benjamin J. Berthelot  
President & CEO