

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

Commissioners Ricky Patel, Chris Alack, Jessica Leger, and Brenda Trahan were absent due to other obligations.

SPECIAL GUEST: Russell Champagne, CPA, Champagne & Company, LLC.

CALL TO ORDER

Vice-chair June called the meeting to order.

ANNUAL AUDIT REPORT AND FINANCIAL STATEMENT REPORT

President & CEO Ben Berthelot introduced Mr. Russell Champagne, CPA of Champagne & Company, to present the 2023 Annual Audit Report and the June financial statement report.

Mr. Champagne presented the 2023 Annual Audit Report to Commissioners and gave an update on the Agreed Upon Procedures for 2023. Mr. Champagne noted a clean audit report and full participation from LCVC staff.

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

MINUTES FROM REGULAR MEETING JUNE 19, 2024

Commissioner Breaux motioned to approve the **June 19, 2024**, regular meeting minutes as written. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

***QUARTERLY DEPARTMENTAL REPORTS
TRAVEL TRADE***

Mike Roebuck, Chief Sales Officer, gave the Travel Trade departmental report. He noted that the 2024 group and FIT booked room nights are up compared to 2023.

Mr. Roebuck reported the travel trade department hosted 23 familiarization (FAM) tours during Q2, and hosted 45 FAMs year-to-date in 2024, doubling the total number of FAMs hosted in 2023.

Mr. Roebuck noted top bookings for Q2 from HBX, Road Scholar, Globus Family of Brands, Allied New World, and Scenic Roads.

Mr. Roebuck highlighted the recent trade shows and sales missions, including Travel South's Global Travel Week, African American Travel Conference, IPW, and sales calls in Orlando, FL.

MEETINGS, CONVENTIONS & SPORTS SALES

Mr. Roebuck gave the Meetings, Conventions, & Sports Sales departmental report. He noted year-to-date an increase in leads sent to hotels relative to 2023.

Mr. Roebuck reported on several notable leads sent to hotels and meeting facilities during the second quarter, including the US Tennis Association, LHSAA State Volleyball Championships, Zydeco Hoopfest, USA Women's Boxing National Championships, Southern Tennis Combo, Ripken Baseball Showcase, and the UL housing shortage.

Mr. Roebuck noted several additional leads will be sent to hotels, including Cowart Sports Softball Swamp Nationals, USSSA National State games, Together We Can, and Elementary and Jr. Beta Annual Conventions.

Mr. Roebuck reported that the full sales team totals year-to-date are 29,339 room nights, with an economic impact of \$26.7 million.

SALES SUMMARY-MARKETING INITIATIVES

Mr. Roebuck also presented the Sales Summary & Marketing Initiatives report to commissioners. Mr. Roebuck noted the heavy FAM activity and busy travel show and sales mission work.

Mr. Roebuck stated Eugenie Mitchell, VP of Tourism Sales, will attend RTO Connect, Danielle Tassin, Senior Sales Director, will attend the Louisiana Society of Association Executives meeting, and Carl Touns, Director of Sports Business Development, will attend the Connect Sports conference.

Mr. Roebuck noted the convention pace for 2024 is up by 10,908 room nights.

Mr. Roebuck noted several convention and sports targets, including the Louisiana Rural Water Association, Future Business Leaders of America, and the National Catholic Forensic League.

COMMUNICATIONS

Jesse Guidry, VP of Communications, presented the Communications departmental report. Mr. Guidry noted 197,285 users on our website and listed the top-performing pages during the second quarter as Events in Lafayette, Festivals in Lafayette, and Festival International de Louisiane.

Mr. Guidry reported on several website metrics, including the origin of website traffic, the number of people who requested the inspiration guide, and the number of people who clicked through to a member's website or event.

Mr. Guidry reported growth across all social media platforms with Facebook as the largest channel and Instagram as the fastest-growing channel. He noted the top-performing reels included the best local pizza, National Travel & Tourism Week FAM, Festival International de Louisiane, and exploring foodie glory of Lafayette Parish with JT of Adventure Cities TV show.

Mr. Guidry reported on the media reach of several articles, including a Lafayette Visitors Enterprise Fund grant recipient covering bringing Louisiana French further into tourism, and a total media ad value of \$7.1 million for the second quarter.

MEMBERSHIP

Hollis Conway, VP of Membership and External Affairs, gave the Membership and External Affairs report. Mr. Conway recapped the success of the Taste of EatLafayette event with 33 participating restaurants and the development of relationships with key restaurant partners.

Mr. Conway reported on various external affairs activities he attended.

Mr. Conway noted attendance at Q2 member luncheons; April was canceled for severe weather, May had 60 in attendance, and June had 46 in attendance.

Mr. Conway noted 14 new members and 69 renewals during the second quarter.

CREATIVE

Lance LeBlanc, VP of Creative, gave the Creative departmental report summarizing the creative efforts during the second quarter. He noted the following completed projects: Communiqué, monthly newsletters, Allons Journal, numerous digital and print advertising & promotional campaigns for EatLafayette, updating the EatLafayette 20th year graphic, Lafayette Weekly, updated enticement brochure design, 2024 National Tour & Travel Week graphics, Taste of EatLafayette kick-off event, Festival International, and USA Karate photos, USA Karate welcome graphics, USA Karate press conference, and attended Leadership Lafayette class events.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, stated the Gator Cove property owned by Wildcat Brothers is for sale.

Mr. Berthelot noted three high school senior students with the Brent Henley Youth Leadership Program are interested in observing and attending our board meetings.

Mr. Berthelot reported he attended the ribbon cutting for Wanderlust Rentals at Vermilionville, a self-service kayak rental company. River access for visitors was a need previously identified in our strategic plan.

Mr. Berthelot reported the request for proposal selection committee for the Louisiana Music Museum he serves on has selected two finalists for final interviews.

Mr. Berthelot noted he attended the swearing-in ceremony for Sheriff Mark Garber.

Mr. Berthelot reported Mayor-President Boulet appointed her CAO, Rachel Godeaux, to serve as the lead on the Indoor Sports Complex discussions. Mr. Berthelot, Ms. Mandi Mitchell, and Ms. Godeaux met with a Synergy Sports representative to discuss the next steps.

Mr. Berthelot noted LCVC will assist with The Boot, a new project aimed at keeping and recruiting Veterans to Louisiana. Lafayette will be one of three city tours scheduled in 2024.

Mr. Berthelot reported that at the request of the University of Louisiana, our team sent leads to area hotels for an on-campus fall semester housing shortage.

Mr. Berthelot stated Mayor-President Boulet invited LCVC to work with LCG and LEDA on a cultural initiative project headed by Sami Parbhoo with Le Centre.

Mr. Berthelot noted Wayne Kahn and Eric Breaux are working on a project titled Zydeco by Birth, featuring the Carriere family.

Mr. Berthelot reported we are involved in conversations with our partner, the LA Krewe, possibly moving up from the United Soccer League Two to the United Soccer League One.

Mr. Berthelot stated the USA Karate National Championships were a huge success as a result of work by Carl Toups and Mike Roebuck with event organizers.

Mr. Berthelot shared a commissioner-requested report detailing the events, festivals, and organizations supported by either LCVC or the Lafayette Visitor Enterprise Fund grants.

OLD BUSINESS

Indoor Sports Complex Updates

Mr. Berthelot summarized the previous board action authorizing him to hire Synergy Sports to conduct a feasibility study and location analysis.

Mr. Berthelot presented the key points from the feasibility study which reviewed potential regional competitors, demographics within a 120-mile radius, and local youth sports participation. The study indicated the area demographics and socioeconomics support the development of an 8-10 basketball court, 150,000 square foot indoor facility located near key infrastructure, travel corridors, hotels & hospitality, and retail/family entertainment.

Mr. Berthelot reported the study indicated an increased 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. The study suggested 145,000-160,000 total year-one visitors and 131,000 year-one hotel room nights.

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

Mr. Berthelot noted the last portion of the contract with Synergy Sports is a presentation to stakeholders summarizing the feasibility study, location analysis, and future steps.

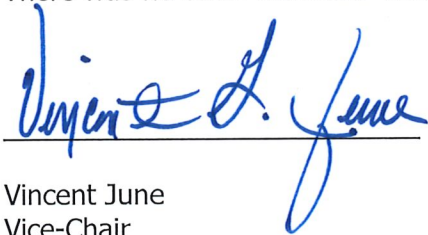
Mr. Berthelot noted two scheduled meetings, one with the key University of Louisiana executives, and one with the Lafayette Tourism Improvement District committee advisory board to discuss the next steps.

NEW BUSINESS

Rescheduling of September Board Meeting to September 25, 2024

Mr. Berthelot presented to the Commissioners the request to move the LCVC Board Meeting scheduled for September 18, 2024, to September 25, 2024. The commissioners agreed to move the meeting to September 25, 2024.

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



Vincent June
Vice-Chair



Benjamin J. Berthelot
President & CEO