

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JULY 19, 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 3:15 pm.

In attendance were the board of Commissioners as follows: Jim Doré, Chair, Ricky Patel, Vice-chair, Vincent June, Treasurer, Chris Alack, Gerald Breaux, and Nayan Patel.

Commissioners John O'Meara and Brenda Trahan were absent due to other obligations. Commissioner Patrick Hardy was absent due to illness.

***CALL TO ORDER***

Chair Doré called the meeting to order.

***MINUTES FROM REGULAR MEETING JUNE 21, 2023***

Commissioner Breaux motioned to waive the reading and to approve the **June 21, 2023**, regular meeting minutes as written. Commissioner June seconded the motion. There was no public comment. Motion carried.

***JUNE FINANCIAL STATEMENT REPORT***

Treasurer June presented the **June** financial statement report to Commissioners. Commissioner Alack motioned to approve the **June** financial statement report presented by Treasurer June. Commissioner R. Patel seconded the motion. There was no public comment. Motion carried.

***DEPARTMENTAL REPORTS***

***TOUR & TRAVEL***

Mike Roebuck, Chief Sales Officer, gave the Travel & Tourism Department report. Mr. Roebuck reported Eugenie Mitchell, VP of Tourism Sales, had productive sales missions to France and Australia with the Louisiana Office of Tourism and Travel South.

Mr. Roebuck reported Irene Hodge, Tourism Sales Manager, had a productive Select Traveler conference, and attended a total of 36 appointments resulting in 20 prospective bookings.

Mr. Roebuck noted Ms. Hodge attended the Domestic Showcase with 24 appointments resulting in 7 prospective bookings.

Mr. Roebuck noted several prospective tourism accounts resulting from recent sales missions, calls, and trade shows, including Group Voyages Quebec, Meeting Point North America, Road Scholar, NAAR France, Oregon West Excursions, and Joy Holiday.

Mr. Roebuck reported a year-to-date economic impact of \$2.11 million resulting from tour bus and foreign individual travel.

### ***CONVENTIONS, MEETINGS, AND ATHLETICS***

Mr. Roebuck gave the Conventions, Meetings, and Athletics report. He reported the number of leads sent to hotels for the first half of 2023 is well ahead of pace relative to 2022 for the same time period.

Mr. Roebuck reported a year-to-date definitive economic impact of \$40.7 million resulting from conventions, meetings, and athletic events.

Mr. Roebuck noted several key leads, including Cowart Swamp Nationals, FASA State Championship, True Talent Football, American All Star Dance, Veterans of Foreign Wars, and LHSAA State Volleyball Championships.

Mr. Roebuck stated Harley Owners Group, Louisiana Society of Association Executives, and USA Karate Nationals events are definite.

### ***SALES INITIATIVES***

Mr. Roebuck reported that Danielle Tassin, Senior Sales Director, attended Smart Meetings, and Carl Toups, Director of Sports Business Development, attended SportsETA. Both Ms. Tassin and Mr. Toups will attend Connect Marketplace/Connect Sports.

Mr. Roebuck reported pace for convention room nights for 2023 is down relative to 2022 but is up by more than 6,000 room nights for 2024.

Mr. Roebuck reported on multiple future convention and sport event targets, including LA Rural Water Association, LA Baptist Youth Conference, International Food, Wine & Travel Writer Association, Outdoor Writers Association of America, American Bus Association Board of Directors Meeting, and Together We Can.

### ***COMMUNICATIONS***

Kaylie LeBlanc, Assistant VP of Communications gave the Communications report. Ms. LeBlanc noted a media reach of 3.1 million views and an average earned media of \$26.6 million for an article highlighting local creole musicians written by hosted travel writer Tracy Teo.

Ms. LeBlanc reported 1,261 people attended the Taste of EatLafayette Bicentennial Celebration, noting an increase in ticket sales for 2023.

Ms. LeBlanc stated the Communications Department hosted 4 media press trips, 2 FAM tours, 2 television series, and 4 groups of travel writers during the second quarter.

Ms. LeBlanc reported on the four most popular social media posts which included snowballs, best burgers, Acadiana Pride, and the passing of Mr. Wallace.

Ms. LeBlanc noted increases in website metrics including organic sessions, percentage of new sessions, and organic clicks.

Ms. LeBlanc reported growth across all social media platforms.

### ***MEMBERSHIP***

Sadie French, Chief Operating Officer, gave the membership report, noting 7 new memberships and 57 renewals during the second quarter of 2023.

### ***CREATIVE***

Lance LeBlanc, VP of Creative, reported on recently completed projects that included Communiqué, Monthly Newsletters, Allons Journals and advertorials, updated billboards, EatLafayette Passport, billboards, commercials, advertisements, Bicentennial Restaurant Video series, event photos, and program, Festival International event photos, and travel to Gator by the Bay and the Waterfront Blues Festival.

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

Ben Berthelot, President & CEO, reported that the Visitor Enterprise Grant funding process is complete. Recipients will be recognized during the September membership luncheon.

Mr. Berthelot reported a renewal of the agreement with Learfield, the official multimedia rights partner for the University of Louisiana Athletics for the 2023/2024 season.

Mr. Berthelot reported LCVC will sponsor Parish Proud Day to be held in downtown Lafayette this year.

Mr. Berthelot noted The Jet Set television show will likely film an episode in Acadiana this fall.

Mr. Berthelot noted the Acadiana Cup golf match will return to Lafayette in October.

Mr. Berthelot reported the Lafayette City Council introduced two ordinances regarding the regulation of short-term rentals.

Mr. Berthelot noted he co-chaired a successful Southeast Tourism Society Congressional Summit and the Louisiana delegation met with staffers from Representatives Scalise, Higgins, Letlow, Johnson, Graves, and Carter's offices, along with legislative policy members of Senators Kennedy and Cassidy.

Mr. Berthelot stated LCVC is finalizing the partnership with the organizers of Devour! The Food Film Fest.

Mr. Berthelot reported he was asked by the Acadiana Center for the Arts to sit on the Louisiana Music Museum committee.

Mr. Berthelot noted we are near 75% of signatures from hotel owners on the petition process for the possible Tourism Business Improvement District.

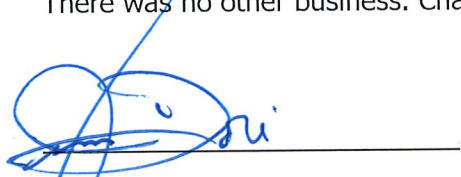
***NEW BUSINESS***

Mr. Berthelot presented a resolution to the Board of Directors of the Lafayette Parish Convention and Visitors Commission to form the Lafayette Tourism Improvement District and providing for a notice of intention to levy an assessment therein.

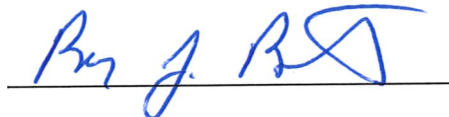
After a lengthy discussion, there were a few questions that the board wanted clarity on from the attorneys. Mr. Berthelot suggested tabling the resolution until the August meeting and he would get answers to the questions from legal counsel.

Treasurer June motioned to table the resolution presented by Mr. Berthelot for the Board of Directors of the Lafayette Parish Convention and Visitors Commission to form the Lafayette Tourism Improvement District and providing for a notice of intention to levy an assessment therein. Commissioner R. Patel seconded the motion. There was no public comment. Motion carried.

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



Jim Doré  
Chair



Benjamin J. Berthelot  
President & CEO