

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JUNE 19, 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: Chris Alack, Treasurer, Gerald Breaux, Dr. Jessica Leger, John O'Meara, Nayan Patel, and Brenda Comeaux Trahan.

Chair Ricky Patel, Vice-Chair Dr. Vincent June, and Commissioner Jim Doré were absent due to other obligations.

***CALL TO ORDER***

Treasurer Alack called the meeting to order.

***MINUTES FROM REGULAR MEETING MAY 22, 2024***

Commissioner Breaux motioned to approve the **May 22, 2024**, regular meeting minutes as written. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

***MAY FINANCIAL STATEMENT REPORT***

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

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

Ben Berthelot, President & CEO, noted he met with each Visitor Enterprise Grant Committee member to finalize grant recommendations. Applicants will be notified soon, and recipients will be honored during the September membership luncheon.

Mr. Berthelot stated the EatLafayette campaign is officially underway after the Taste of EatLafayette kickoff event.

Mr. Berthelot reported that Wings Global Travel backed out of their sponsorship of the EatLafayette trip giveaway, and we will look for a new sponsor next year.

Mr. Berthelot noted the Louisiana Office of Tourism plans for 2024 Congres Mondial in eastern Canada are moving forward. Louisiane Acadie will represent LCVC in the Louisiana booth and promote their Grand Reveil Acadien.

Mr. Berthelot stated he attended the Strategic Planning process for the Louisiana Office of Tourism which included a SWOT analysis.

Mr. Berthelot reported that he and Mayor-President Boulet were invited for a radio interview on KRVS to discuss the positive impacts of Festivals Acadiens et Créoles.

Mr. Berthelot noted Lafayette has advanced to the top 3 in The Local Palate Best Culinary Town in the South competition. The winning city will receive the cover of the October issue of The Local Palate.

Mr. Berthelot reported he attended a strategic meeting called by Mayor-President Boulet regarding the local cultural and creative economies.

Mr. Berthelot stated that he, Mayor-President Boulet, and Mandi Mitchell finished the presentation of the preliminary findings by Synergy Sports as part of LCVC's contract with Synergy.

Mr. Berthelot noted he attended the Juneteenth flag raising at LCG. LCVC follows the LCG holiday schedule and currently Juneteenth is not a paid holiday for employees. Mr. Berthelot and LCVC Commissioners discussed making this a holiday starting next year.

Mr. Berthelot reported LCVC will not move forward with the bid for the 2025 USA Boxing National Championships due to scheduling constraints at the Cajundome with UL Athletics.

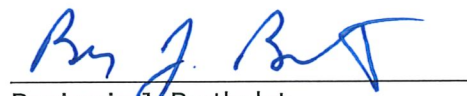
Mr. Berthelot noted he attended the first meeting with the Greater SW Mardi Gras Association and Krewe Allons advisory board about the continued partnership for the Friday night Mardi Gras parade.

Mr. Berthelot noted a Buc-ee's convenience store will be coming to Lafayette, which will be beneficial from a marketing standpoint for the parish, in addition to the increased sales tax revenue.

There was no other business. Treasurer Alack adjourned the meeting.



Chris Alack  
Treasurer



Benjamin J. Berthelot  
President & CEO