

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MARCH 20, 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, Gerald Breaux, Jim Doré, Jessica Leger, John O'Meara, and Brenda Trahan.

Vice-Chair Vincent June, Treasurer Chris Alack, and Nayan Patel were absent due to other obligations.

CALL TO ORDER

Chair Patel called the meeting to order.

MINUTES FROM REGULAR MEETING FEBRUARY 21, 2024

Commissioner Breaux motioned to approve the **February 21, 2024**, regular meeting minutes as written. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

FEBRUARY FINANCIAL STATEMENT REPORT

Commissioner O'Meara presented the **February** financial statement report to the Commissioners. Commissioner Doré motioned to approve the **February** financial statement report presented by Commissioner O'Meara. Commissioner Leger seconded the motion. There was no public comment. Motion carried.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, reported the Acadiana Center for the Arts has issued a Request for Proposals (RFP) for the Louisiana Music Museum. The RFP will identify potential lead firms and team members to submit formal proposals and assemble a list of specialized firms and independent professionals as future collaborators.

Mr. Berthelot noted the Visitor Enterprise Grant applications have been mailed and are due to LCVC on March 25.

Mr. Berthelot stated Social Media Manager Caroline Marcello represented LCVC during two sponsored SXSW events, Lafayette Live, and the Lafayette Sheauxkaze.

Mr. Berthelot reported planning has begun for year 20 of the EatLafayette campaign.

Mr. Berthelot reported he was interviewed on Big Blend Radio as part of our association with The International Food Wine Travel Writers Association (IFWTWA).

Mr. Berthelot stated Director of Media Relations Kaylie LeBlanc has taken a job with the Louisiana Office of Tourism in International Sales. He noted her position would be advertised soon.

Mr. Berthelot noted that he and Hollis Conway, VP of Membership and External Affairs, attended a strategic planning session for the Louisiana Office of Tourism.

Mr. Berthelot reported he served on a panel for the Louisiana Fairs and Festivals annual convention to discuss working with a Convention & Visitors Bureau.

Mr. Berthelot stated he gave a tourism update for the recent board meeting of the Acadiana chapter of the Louisiana Restaurant Association.

Mr. Berthelot reported the Louisiana Voodoo Arena Football team contacted the University of Louisiana about playing at Blackham Coliseum and potentially relocating to Lafayette.

Mr. Berthelot reported he attended a follow-up meeting for the LTID with Mayor-President Boulet and Mandi Mitchell of LEDA to discuss the next steps for the location of the proposed facility. We have a contract with Synergy Sports for a Phase I analysis to identify locations.

Mr. Berthelot noted he attended the first Public Relations committee meeting for Super Bowl LIX.

Mr. Berthelot reported he attended the Louisiana Travel Association reception for state lawmakers held in Baton Rouge.

Mr. Berthelot reported Le Centre International will honor LCVC as the recipient of the International Achievement Award, with a ceremony held on April 25.

Mr. Berthelot noted the Congres Mondial will be held in Nova Scotia this August. There will be a Louisiana booth and LCVC will work with Lousiane Acadie to promote the Grand Reveil Acadien in October.

Mr. Berthelot reported on Senate Bill 201 regarding changes to the Cajundome Convention Center Board appointments, which was amended to include two appointments to the Mayor-President, two appointments to the University of Louisiana, and one to the Lafayette City Council.

Mr. Berthelot noted LCVC received a public record information request for any correspondence from August – December 2023 regarding the Youngsville On Ice event, which was immediately fulfilled.

OLD BUSINESS

Ratification of LCVC Executive Board Recommendations Regarding President & CEO Evaluation

Commissioner O'Meara motioned to ratify the LCVC Executive Board recommendations regarding the evaluation of President & CEO Ben Berthelot discussed during the LCVC Board

meeting held February 21, 2024. Commissioner Doré seconded the motion. There was no public comment. YEA: (6) R. Patel, G. Breaux, J. Doré, J. Leger, J. O'Meara, B. Trahan. NAY: (0) ABSENT: (3) V. June, C. Alack, N. Patel. ABSTAIN: (0). The motion to ratify the recommendations carried.

NEW BUSINESS

Approval of New Membership Model

Mr. Berthelot presented an updated membership model to the board of commissioners for approval. Jesse Guidry, VP of Communications, explained the basic membership and various additional options for advertising, creative, social media, email, blog, and website promotional services. Commissioner Leger motioned to approve the new membership model explained by Mr. Guidry. Commissioner O'Meara seconded the motion. There was no public comment. The motion carried.

Approval of the Louisiana Audit Compliance Questionnaire

Mr. Berthelot presented the annual 2023 Louisiana Audit Compliance Questionnaire to commissioners for approval. Commissioner Leger motioned to approve the 2023 Louisiana Audit Compliance Questionnaire. Commissioner Doré seconded the motion. There was no public comment. Motioned carried.

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



Vimal "Ricky" Patel
Chair



Benjamin U. Berthelot
President & CEO