

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD NOVEMBER 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, Dr. Vincent June, Vice-Chair, Chris Alack, Treasurer, Gerald Breaux, Jim Doré, Dr. Jessica Leger, John O'Meara, and Nayan Patel.

Commissioner Brenda Trahan was absent due to other obligations.

***SPECIAL GUEST:*** Michael Hebert, Attorney, Becker & Hebert, LLC

***GUESTS:*** Kaleb Speyrer and Sonia Kurowski

***CALL TO ORDER***

Chair R. Patel called the meeting to order.

***MINUTES FROM REGULAR MEETING OCTOBER 16, 2024***

Commissioner Doré motioned to approve the **October 16, 2024**, regular meeting minutes as written. Commissioner Leger seconded the motion. There was no public comment. Motion carried.

***OCTOBER FINANCIAL STATEMENT REPORT***

Treasurer Alack presented the **October** financial statement report to Commissioners. Commissioner O'Meara motioned to approve the **October** financial statement report presented by Treasurer Alack. Vice-Chair June seconded the motion. There was no public comment. Motion carried.

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

Ben Berthelot, President & CEO, stated our team is finalizing our Marketing plan/strategies for 2025 and once completed will be combined with the 2024 Annual report and distributed to members and stakeholders.

Mr. Berthelot noted all staff self-evaluations will be turned in soon and staff evaluations will be scheduled in December.

Mr. Berthelot reported meetings continue with the Krewe Allons and Greater SW Mardi Gras Association for the Friday night kickoff parade.

Mr. Berthelot stated Mark Falgout is the rider representing LCVC on the Rose Bowl Parade float which will feature the Blue Moon Saloon. Mr. Berthelot and Mr. Falgout were interviewed by the state of Louisiana for promotional content.

Mr. Berthelot reported the George Rodrigue documentary sponsored in part by LCVC will debut in Lafayette during the Southern Screen Film Festival.

Mr. Berthelot stated that during the November 18, 2024 meeting the Parish Council approved a resolution accepting and approving the LCVC 2025 Budget.

Mr. Berthelot noted he attended a focus group with the International Association of French-speaking Mayors regarding the French language in our community, and a final debrief will follow.

Mr. Berthelot noted he joined a meeting at One Acadiana to discuss a full-service hotel at the University Commons site.

Mr. Berthelot stated he was invited to the Brand USA World Travel Week CEO Summit. It was a productive event and included updates from the new CEO of Brand USA, Fred Dixon.

Mr. Berthelot reported he received an update from Nick Hernandez with LCG regarding the Bike Lafayette and Trails program, which has funding allocated for a project on Bertrand Drive between Moncus Park and the UL facilities.

Mr. Berthelot stated the Society of American Travel Writers Annual Convention and Media Marketplace was a successful event. Mr. Berthelot met with several travel writers interested in visiting the region in 2025.

Mr. Berthelot reported he met with Missy Andrade, Community Foundation CEO, regarding possible private philanthropy involvement for the indoor sports complex.

Mr. Berthelot reported he reviewed funding scenarios with First Horizon for the indoor sports complex. He noted LCVC is eligible for a line of credit and would be required to go before the bond commission for approval.

Mr. Berthelot noted he attended the ribbon cutting for the new skatepark at Thomas Park.

Mr. Berthelot stated he attended the Louisiana Music Museum interpretive plan presentation.

Mr. Berthelot reported he has continued to work with Breizh Amerika regarding using Lafayette and Louisiana as the focus of the Lorient Interceltic Festival in partnership with the Louisiana Office of Tourism.

Mr. Berthelot confirmed LCVC has been awarded the USA Track & Field Jr. National Cross Country Championships for 2026 and 2027.

Mr. Berthelot stated officials with the United Soccer League are traveling to Lafayette for a site visit during the first week of December.

### ***NEW BUSINESS***

#### **Approval of the resolution to amend the 2024 LCVC Budget**

President & CEO Berthelot presented a resolution to approve the amended 2024 LCVC Budget: A RESOLUTION AMENDING THE OPERATING BUDGET FOR THE FISCAL YEAR BEGINNING JANUARY 1, 2024, AND ENDING DECEMBER 31, 2024.



BE IT RESOLVED by the Board of the Lafayette Convention and Visitors Commission in a regularly scheduled meeting that:

SECTION I. The attached detailed amended estimate for the fiscal year beginning January 1, 2024, and ending December 31, 2024, is and the same is hereby adopted to serve as an Operating Budget of Revenues for the Lafayette Convention & Visitors Commission during the same period.

SECTION II. The attached amended estimate of Expenditures by departments for the fiscal year beginning January 1, 2024, and ending December 31, 2024, is and the same is hereby adopted to serve as a budget of expenditures for the Lafayette Convention & Visitors Commission during the same period.

SECTION III. The resolution shall be effective upon publication of such.

SECTION IV. The President & CEO, Benjamin J. Berthelot, shall have the authority to make changes within individual line items (if the overall budget totals remain the same). Any other changes to the budget must be approved by the Lafayette Convention & Visitors Commission Board of Commissioners.

Said RESOLUTION having been introduced on November 20, 2024, and notice of public hearing having been published, said public hearing having been held, the title having been read the RESOLUTION considered, and record of vote was taken, and the following results were had: Commissioner O'Meara motioned to approve the resolution to amend the 2024 LCVC Budget. Commissioner Alack seconded the motion. There was no public comment. YEA: (8) R. Patel, V. June, C. Alack, G. Breaux, J. Doré, J. Leger, J. O'Meara, N. Patel. NAY: (0). ABSENT: (1) B. Trahan. ABSTAIN: (0). The motion to approve the resolution to amend the 2024 LCVC budget passed.

#### **Approval of 2024/2025 LCVC Budget Worksheets**

Mr. Berthelot presented the 2024/2025 LCVC Budget Worksheets to the board for approval. Commissioner Doré motioned to approve the 2024/2025 LCVC Budget Worksheets as presented by Mr. Berthelot. Vice-Chair June seconded the motion. There was no public comment. YEA: (8) R. Patel, V. June, C. Alack, G. Breaux, J. Doré, J. Leger, J. O'Meara, N. Patel. NAY: (0). ABSENT: (1) B. Trahan. ABSTAIN: (0). The motion to approve the 2024/2025 LCVC Budget Worksheets passed.

#### **Approval to move forward with Destination Travel Network/Website Advertising Plan**

Mr. Berthelot introduced the Destination Travel Network Website Advertising Plan to the board, noting it is a potential revenue generator. If approved, LCVC would sign a contract with Simpleview for a 60:40 split, Simpleview:LCVC to monetize seasonal traffic for advertising on our website. Mr. Berthelot noted he would have LCVC Attorney Michael Hebert review the contract.

Vice-Chair June motioned to approve the Destination Travel Network/Website Advertising Plan as presented by Mr. Berthelot. Commissioner N. Patel seconded the motion. There was no public comment. YEA: (8) R. Patel, V. June, C. Alack, G. Breaux, J. Doré, J. Leger, J. O'Meara,

N. Patel. NAY: (0). ABSENT: (1) B. Trahan. ABSTAIN: (0). The motion to approve the Destination Travel Network Website Advertising Plan.

### ***OLD BUSINESS***

#### **Motion from LTID Advisory Committee to move forward with January 1, 2025 collection date**

Mr. Berthelot recapped the motion made by the Lafayette Tourism Improvement District (LTID) Advisory Committee to recommend the LCVC Board move forward with the January 1, 2025 TBID collection date, contingent upon the acquisition of either, in order of priority, (1) the Rue Louis site, or (2) the South College site, for a new indoor recreation facility by January 1, 2026. He noted there was no action required by the LCVC Board because the resolution to begin the TBID levy collection beginning January 1, 2025 was approved during the September 3, 2024 LCVC board meeting. He also stated this gives the board one year to decide to pursue one of the property options.

Mr. Berthelot reported he also met with University of Louisiana officials and received a sample lease agreement which he shared with Commissioners. He noted a few details including a lease price of \$1/year for 40 years with an option to extend the lease, UL would have access to the facility during weekdays but subject to scheduling coordination with LCVC, and vendor food contracts are at the discretion of LCVC.

#### **Next Steps**

Mr. Berthelot reviewed the options available to the board; pursue the recommendation of the LTID Advisory Committee or pursue an agreement with UL. Movement forward with UL may require use of private sector funding or LCVC apply for a loan and present to the bond commission.

Commissioner O'Meara requested additional information about the reasons behind why the LTID committee decided on the motion presented by Mr. Berthelot. Mr. Berthelot, Treasurer Alack, Commissioner Doré, and Chair R. Patel, members of the LTID Advisory Committee noted the hoteliers on the Advisory Committee stated locating the facility at the proposed properties would be more conveniently located to desirable hotel properties, restaurant, and entertainment, and ultimately leading to higher average daily hotel rates. Additionally, they noted the area around UL was not a growth center, and therefore the density of amenities is lower.

Commissioner Doré noted the LCVC Board needed additional information prior to making a decision, which includes: a list of pros and cons for locating the facility at each property, accurate financial projections for each location, a list of other municipalities with TBIDs and the companies used for similar projects, and a list of references for Synergy Sports.

Discussion ensued regarding selecting Synergy Sports as the company to building the facility. Mr. Berthelot stated generating an RFP would invoke a 30-day period during which other companies are eligible to submit bids. Attorney Michael Hebert confirmed that the structure of the contract would determine which companies would be eligible to submit bids.

### ***EXECUTIVE SESSION***

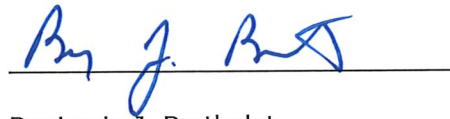
Commissioner O'Meara motioned to move into executive session for investigative proceedings regarding allegations of misconduct. Vice-Chair June seconded the motion. There was no public comment. YEA: (8) R. Patel, V. June, C. Alack, G. Breaux, J. Doré, J. Leger, J. O'Meara, N. Patel. NAY: (0). ABSENT: (1) B. Trahan. ABSTAIN: (0). Motion carried.

Commissioner Breaux motioned to exit the executive session and adjourn the meeting. Vice-Chair June seconded the motion. There was no public comment. YEA: (8) R. Patel, V. June, C. Alack, G. Breaux, J. Doré, J. Leger, J. O'Meara, N. Patel. NAY: (0). ABSENT: (1) B. Trahan. ABSTAIN: (0). Motion carried.

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



Vimal "Ricky" Patel  
Chair



Benjamin J. Berthelot  
President & CEO