

***PROCEEDINGS OF THE LAFAYETTE TOURISM IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A MEETING HELD NOVEMBER 5, 2024***

The Lafayette Tourism Improvement District Advisory Committee 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 10:00 am.

In attendance were the advisory board for the Lafayette Tourism Improvement District (LTID) as follows: Ben Berthelot, LCVC President & CEO, Chris Alack, LCVC Commissioner, Jim Doré, LCVC Commissioner, Ricky Patel, LCVC Commissioner, Anil Patel, AAA Hotel Management, Henil Patel, Gap Management, and Neal Patel, AAA Hotel Management.

***SPECIAL GUESTS:*** Michael Hebert, attorney, Becker & Hebert, LLC.

***CALL TO ORDER***

Ben Berthelot, President & CEO, called the meeting to order.

***APPROVAL OF AUGUST 15, 2024 MINUTES***

Commissioner R. Patel motioned to approve the **August 15, 2024**, LTID advisory committee meeting minutes as written. Commissioner Alack seconded the motion. There was no public comment. Motion carried.

***VOTE ON MOVING FORWARD WITH JANUARY 1, 2025 COLLECTION DATE***

Mr. Berthelot summarized the events since the previous meeting held on August 15, 2024, during which Jason Boudrie, CEO of Synergy Sports Global presented the sport feasibility analysis of the indoor sports complex to the advisory board. He noted there was no vote from the LTID advisory committee to postpone the October 1, 2024, levy collection date. During a special LCVC Board meeting on September 5, 2024, Commissioners voted to postpone the levy collection date to January 1, 2025, after hoteliers on the advisory committee indicated a need for additional information. Mr. Berthelot also recapped his research regarding availability, cost, and acreage on the additional properties put forth by the hoteliers on the LTID committee. Mr. Berthelot also reported he met multiple times with University of Louisiana (UL) officials regarding the indoor sports complex.

Mr. Berthelot noted the LCVC Board of Commissioners is seeking guidance from the LTID Advisory Committee regarding the actions they would support to move forward with the January 1, 2025, levy collection date.

Mr. Neal Patel stated that after discussion with other hoteliers, it was agreed the Rue Louis property would serve as the best location. He reported it was available for between \$3-4 million. Discussion ensued regarding the maximum LCVC could spend to purchase property, indicating the Rue Louis and South College properties were the only viable options.

Mr. Berthelot sought guidance from the hoteliers regarding the scenario they would feel comfortable with locating the facility on UL property. Discussion continued about adjusting the LTID collection rate, although it was agreed this option was not practical. Additional discussion included the lack of available amenities and restaurants, stagnant growth around the University, and whether the indoor sports facility itself would spur development. Mr. Henil Patel noted with the facility on UL property, revenues would decline because rate competition between hotels to acquire business would reduce average daily rates (ADR) across the parish. He noted the reduction in ADR would limit business and reduce LTID collection revenues.

Mr. Berthelot asked the advisory committee if they viewed the development of a full-service hotel near the Cajundome Convention Center as an asset to the community. Commissioner Ricky Patel suggested conducting a non-government, hospitality industry-based study to determine if the market can support a full-service hotel at that location. Mr. Neal Patel noted a full-service hotel would reduce average daily rates across the parish because occupancy rates would be low during times without large conventions and sporting events. It was noted that Lafayette cannot compete with the casino amenities found in Lake Charles and New Orleans.

Commissioner Doré summarized the meeting action points and requested guidance from Mr. Michael Hebert, LCVC attorney. Mr. Hebert noted to this point the LCVC Board has placed no contingencies on the LTID collection levy. Discussion ensued about contingencies the advisory committee would recommend to the LCVC Board regarding the location of the facility, purchasing property within an allotted time frame, terminating the LTID collection if a property is not acquired, and if collection termination occurs, using the LTID collection funds to purchase business benefiting the whole parish.

Mr. Hebert noted the property may not be purchased by January 1, 2025, but based on his experience the appraisal and purchase could be completed within a year. He suggested language for a motion based on the previous discussion.

Mr. Neal Patel left the meeting.

Commissioner Ricky Patel motioned to recommend to the LCVC Board to 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. Mr. Henil Patel seconded the motion. There was no public comment. Motion carried.

### ***DISCUSSION OF NEXT STEPS***

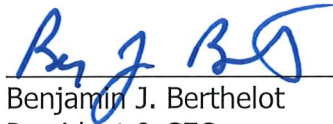
Mr. Berthelot indicated the advisory committee should set a schedule of meetings and formulate a budget.

Commissioner Doré also noted the need to develop policies and bylaws for the LTID advisory committee. He also questioned if LCVC staff was responsible for additional administrative support.

Mr. Berthelot noted LCVC will provide administrative support for the LTID, and should it be necessary the LTID could fund a new position to manage the LTID.

Commissioner Alack motioned to adjourn the meeting. Commissioner R. Patel seconded the motion. There was no public comment. Motion carried.

Mr. Berthelot adjourned the meeting.



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Benjamin J. Berthelot  
President & CEO