

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD OCTOBER 18, 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, Vincent June, Treasurer, Gerald Breaux, John O'Meara, and Nayan Patel.

Commissioners Chris Alack and Brenda Trahan were absent due to other obligations. The Mayor-President's appointment to the LCVC board is now vacant due to the death of Commissioner Patrick Hardy.

***SPECIAL GUESTS:*** Sam Oliver, Executive Director, Acadiana Center for the Arts (ACA).

***CALL TO ORDER***

Chair Doré called the meeting to order.

***MOMENT OF SILENCE FOR COMMISSIONER HARDY***

Chair Doré suggested and led the Commissioners in a moment of silence to honor the life and public service of Commissioner Hardy.

***MINUTES FROM REGULAR MEETING SEPTEMBER 20, 2023***

Commissioner Breaux motioned to approve the **September 20, 2023**, regular meeting minutes as written. Treasurer June seconded the motion. There was no public comment. Motion carried.

***SEPTEMBER FINANCIAL STATEMENT REPORT***

Treasurer June presented the **September** financial statement report to Commissioners. Commissioner O'Meara motioned to approve the **September** financial statement report presented by Treasurer June. Commissioner Breaux 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 production year-to-date is significantly higher than 2022 and returning to pre-Covid levels. Mr. Roebuck noted this is due to several successful conference and sales missions including Spotlight on Southeast, Florida Sales Mission, Student Youth Travel Association, Brand USA, and sales calls in New York.

Mr. Roebuck noted two special projects, Travel Exchange USA, a new booking tool in collaboration with Louisiana Office of Tourism and Travel South USA; as well as a FIT training course for hoteliers which highlighted the benefits of FIT (Foreign Individual Travel).

Mr. Roebuck reported on three familiarization tours, Helloworld Travel Limited (Australia), Rey Royal (USA), and Kuoni (UK).

Mr. Roebuck noted several top prospects, including Road Scholar, Kayak-FIT contracting, Academic Expeditions, Allied T-Pro, and Bonjour USA Tours.

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

Mr. Roebuck gave the Conventions, Meetings, and Athletics report. He reported through the third quarter the number of leads, definites, and assists are all up relative to 2022, while losses are down.

Mr. Roebuck reported a year-to-date definitive economic impact of \$49.8 million resulting from conventions, meetings, and athletic events.

Mr. Roebuck noted several key leads, including Cowart Swamp Nationals, Together We Can, American All-Star Dance, LA Solid Waste Association, USA Table Tennis Championships, NFL Flag Football Championships, World Axe Throwing Championship, Kappa Alpha Order, IEEE Midwest Symposium, and NCFL Grand Championship Speech & Debate.

Mr. Roebuck stated that through the third quarter Convention/Sports production year-to-date pace is slightly ahead for room nights at 115% and on target for assists at 98%.

### ***SALES INITIATIVES***

Mr. Roebuck reported that for Tour Business Irene Hodge, Tourism Sales Manager, will attend National Tour Association Travel Exchange, and Eugenie Mitchell, VP of Tourism Sales, will attend World Travel Market and Travel South International.

Mr. Roebuck noted for Conventions and Sports, Danielle Tassin, Senior Sales Director, attended Louisiana Society of Association Executives and Connect Marketplace, and Carl Toups, Director of Sports Business Development attended Connect Sports and S.P.O.R.T.S. The Relationship Conference. Mr. Roebuck attended the Asian American Hotel Owners Association Regional meeting.

Mr. Roebuck reported the 5-year pace for Conventions in 2023 is down slightly relative to 2022, but 2024 is up at present.

Mr. Roebuck noted several larger convention and sport event targets, including LA Baptist Youth Conference, USA Karate Federation National Championships, Harley Owners Group, International Food Wine Travel Writers Association Annual Meeting, Louisiana Society of Association Executives.

### ***COMMUNICATIONS***

Kaylie LeBlanc, Assistant VP of Communications gave the Communications report. Ms. LeBlanc noted several departmental successes, including the building and launch of the Ragin Cajun Student Welcome Guide, the conclusion of the EatLafayette Campaign, launch of the redesigned Lafayette Travel website, hosting the Erik the Travel Guy tv show, and hosting the International Food Wine Travel Writers Association press trip, and welcoming a new Communications intern. Ms. LeBlanc also noted Social Media Manager, Caroline Marcello, had significant engagement with social media influencers from Baton Rouge, the Barousse Works Invitational, and the new restaurant reels.

Ms. LeBlanc noted changes to the website metric data analytics, highlighting the 65,000 new users to our website.

Ms. LeBlanc stated the top three highest performing pages on the website included recent events, such as Festivals Acadiens et Créoles, Fall in Lafayette, the Events page, and EatLafayette.

Ms. LeBlanc noted substantial growth in contacts added organically to our email marketing campaigns.

Ms. LeBlanc reported growth across all social media platforms.

Ms. LeBlanc stated the top performing media as indicated by reach and advertisement value included the announcement of the indoor sports facility, expanded service by United Airlines to Lafayette Regional Airport, and the article featuring Lafayette in The Group Travel Leader magazine.

### ***MEMBERSHIP***

Sadie French, Chief Operating Officer, gave the membership report, noting seven (7) new memberships and 63 renewals during the third quarter of 2023.

### ***CREATIVE***

Lance LeBlanc, VP of Creative, reported on recently completed projects that included Communiqué, Monthly Newsletters, Allons Journal, numerous advertising/promotional campaigns, Lafayette Weekly, EatLafayette DJ Dinearound, Creole Plate Lunches, Lafayette Travel campaign images, UL Student Welcome Guide, Boudin Cook-off shirt design, LFT airport outdoor signage, City of Scott Billboard design, rack cards, sales enticement brochures, LCVC 50<sup>th</sup> anniversary design logo and promotional materials.

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

Ben Berthelot, President & CEO, reported positive feedback regarding the news conference to announce the indoor sports complex.

Mr. Berthelot reported on a meeting with Councilmembers Nanette Cook and Bryan Tabor regarding LCG funding allocation percentages for city versus parish funds.

Mr. Berthelot stated he attended and presented during the meeting with Hunden Partners, the consultants for the University of Louisiana University Commons project.

Mr. Berthelot noted he was asked to serve on the advisory board for the University of Louisiana NIL collective, Krewe Allons.

Mr. Berthelot stated he is working with the Greater SW Mardi Gras Association on plans to continue the Friday night parade.

Mr. Berthelot reported positive feedback from the American Junior Golf Association Junior All-Star Invitational held at Le Triomphe.

Mr. Berthelot noted the Louisiana Open organization will not pursue a smaller tour event and has officially shut down operations.

Mr. Berthelot stated organizers of Smoke & Barrel, a spirits and BBQ tasting event, reached out to discuss the possibility of starting an event in Lafayette.

Mr. Berthelot noted the successful Acadiana Cup golf tournament hosted golfers from Belgium, Italy, France, and Canada.

Mr. Berthelot stated he was appointed as Secretary of the Executive Committee of the Southeast Tourism Society Board.

Mr. Berthelot reported Festivals Acadiens et Créoles was successful and well attended.

Mr. Berthelot stated he was interviewed by Karl Kalonka for his TV show The Crappie Machine.

Mr. Berthelot noted the Barousse Works Invitational, featuring skateboarders from across the country, was an immense success.

Mr. Berthelot reported on a call with Civitas to discuss next steps in the TBID process, and on the upcoming Acadiana Hotel & Lodging Association meeting where advisory committee selection will begin.

Mr. Berthelot stated several board positions are up for renewal after reaching the end of the 4-year term. The Parish Council will make appointments on November 7 during the Parish Council meeting.

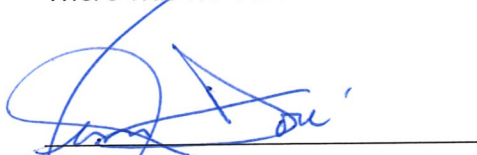
### ***NEW BUSINESS***

President & CEO Ben Berthelot introduced Sam Oliver, Executive Director of Acadiana Center for the Arts, to give a presentation about the planned Louisiana Music Museum located in downtown Lafayette.

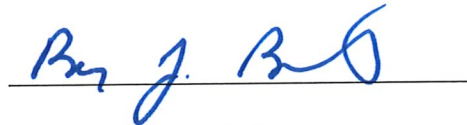
Mr. Oliver summarized the vision for the Louisiana Music Museum to serve as a national tourism destination, functioning as a museum, dance hall, and regional music trailhead. He noted the current project plans, costs, and fundraising status of the project.

President & CEO Ben Berthelot presented the 2024 proposed LCVC Budget to the board for approval. Commissioner Breaux motioned to approve the 2024 LCVC Budget. Commissioner June 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