

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD SEPTEMBER 18, 2019

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met in the Lafayette Convention & Visitors Commission boardroom, 1400 NW Evangeline Thruway, Lafayette, LA at 3:15pm.

In attendance were the board of Commissioners as follows: Summer Hvasta, Chair, Susannah Malbreaux, Buddy Schilling, Brenda Trahan and Jimmy Thackston.

Commissioners Roth, Batiste, O'Meara and Williams were absent due to prior commitments.

GUESTS PRESENT: Troy Wayman, President & CEO, One Acadiana

CALL TO ORDER

Chair Hvasta called the meeting to order.

DEPARTMENTAL REPORTS

TOURISM AND CONVENTION DEPARTMENT REPORTS

Eugenie Mitchell, Vice-President of Tourism Sales, was out of the office, so Chief Sales Officer Mike Roebuck gave the Tourism & Visitors Report on her behalf. Mr. Roebuck reported that Lafayette recently hosted familiarization tours for Shoreline Tours & Travel, Gulf South Travel Services and Gate 7 Travel.

Mr. Roebuck reported that Lafayette will host the South Central Motorcoach Association October 22-25.

CONVENTION DEPARTMENT

Mr. Roebuck reported that 20 leads were sent to area hotels in the month of **September**, with 8 definite, 18 assists, 22 outside definite and 4 tentative for an economic impact of \$2.6 million and a year to date total of \$52.28 million of economic impact.

Mr. Roebuck reported the notable leads sent out included Together We Can 2021 (925 rooms), Louisiana Solid Waste Association 2021 (625 rooms), NJCAA Softball Championships 2021-2023 (1260 rooms), LHSAA Select Softball Championships 2020 (160 rooms) and League of Legends e-Sports 2020 (900 rooms).

Mr. Roebuck also reported on high notes for the month of **August** for the Convention Department included the Pony Mustang World Series, USSSA Softball Series, Hot Air Balloon Festival at Pelican Park and the Team Louisiana Meeting at the Tourism Summit in Baton Rouge.

NEW BUSINESS

GUEST SPEAKER

President & CEO Ben Berthelot introduced Troy Wayman, President & CEO of One Acadiana. Mr. Wayman presented the Impact Report for One Acadiana to the LCVC board.

MINUTES FROM AUGUST 21, 2019

Commissioner Trahan motioned to accept the **August 2019** minutes as written. The motion was seconded by Commissioner Thackston. There was no public comment. Motion carried.

AUGUST FINANCIAL STATEMENT REPORT

Mr. Berthelot presented the **August 2019** financial statement reports to Commissioners. Commissioner Thackston motioned to approve the **August** financial report as presented by Mr. Berthelot. The motion was seconded by Commissioner Malbreaux. There was no public comment. Motion carried.

COMMUNICATIONS DEPARTMENT

Jess Guidry, Vice President of Communications, reported that 9 print ads were placed in the month of **August**.

Mr. Guidry reported on the ADARA Pulse and ADARA Impact reports that measure hotel and flight bookings and the related measurements concerning those bookings.

Mr. Guidry reported that the LafayetteTravel.com website sessions increased by 20,552 from the previous month and unique users increased by 14,743 from the previous month. Mr. Guidry also reported that followers increased from the previous month on all Social Media platforms that are tracked.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 2 new members and 20 renewals for a total membership of 443.

She reported that the September luncheon was held at the Cajundome Convention Center with approximately 72 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that the Acadiana Symphony has asked LCVC to partner with them on a project called the "This Is Us" project, which will have LCVC hosting User Generated Content on the website that ultimately end up being featured the night of the concert in the spring.

Mr. Berthelot reported discussions are taking place for the Grand Reveil Acadien 2020 with Louisiane Acadie and the state and a meeting is scheduled with the Lt. Governor to discuss the state's involvement.

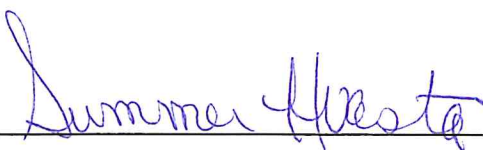
Mr. Berthelot reported that he attended the Lt. Governor's Travel & Tourism Summit in Baton Rouge and while there he met with Brand USA officials.

Mr. Berthelot reported that the South Louisiana Songwriter's Festival will be moved from Memorial Day weekend in hopes to draw larger crowds for the public portion of the event.

Mr. Berthelot reported that he attended a follow up meeting with the Greater Southwest Louisiana Mardi Gras Association regarding a parade on the Friday night before Mardi Gras day.

Mr. Berthelot reported that there is still no firm move-in date for the Evangeline Galleries Building.

There was no other business. There was no public comment. Chair Hvasta adjourned the meeting.



Summer Hvasta
Chair



Benjamin J. Berthelot
President & CEO