

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD SEPTEMBER 20, 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 3:00 pm.

In attendance were the board of Commissioners as follows: Jim Doré, Chair, Ricky Patel, Vice Chair, Vincent June, Treasurer, Chris Alack, Gerald Breaux, and Nayan Patel.

Commissioners John O'Meara and Brenda Trahan were absent due to other obligations. Commissioner Patrick Hardy was absent due to illness.

SPECIAL GUESTS: Brennan Black, attorney, Foley & Judell, LLP, Michael Hebert, attorney, Becker & Hebert, LLC, and Tiffany Gallagher, VP of Operations, Civitas.

CALL TO ORDER

Chair Doré called the meeting to order.

PUBLIC HEARING FOR PROPOSED LEVY WITHIN THE LAFAYETTE TOURISM IMPROVEMENT DISTRICT

Ben Berthelot, President & CEO, introduced attorney Michael Hebert with Becker & Hebert, LLC representing LCVC, Brennan Black with Foley & Judell, LLP, and via Zoom Tiffany Gallagher, VP of Operations of Civitas.

Mr. Hebert reviewed the steps taken to develop the Lafayette Tourism Improvement District with intent to levy a 2% assessment on certain lodging businesses therein pursuant to statute La. R.S. 33:4600.1-4600.12. He noted proper notice was given to affected businesses and detailed the protocol required to conduct the public hearing.

Chair Doré opened the public hearing for the proposed levy within the Lafayette Tourism Improvement District and called for public comment. There was no verbal or written public comment received. Commissioner Breaux made a motion to close the public hearing for the proposed levy within the Lafayette Tourism Improvement District. Treasurer June seconded the motion. Motion carried.

CONSIDERATION AND VOTE ON RESOLUTION PROVIDING FOR THE LEVY WITHIN THE LAFAYETTE TOURISM IMPROVEMENT DISTRICT

On behalf of LCVC Mr. Hebert read and summarized the resolution to the Board of Directors of the Lafayette Parish Convention and Visitors Commission providing for the levy within the Lafayette Tourism Improvement District, effective January 1, 2024, of a 2% assessment on certain lodging businesses therein; and providing for other matters in connection therewith.

Commissioner R. Patel motioned to adopt the resolution providing for the levy within the Lafayette Tourism Improvement District, effective January 1, 2024, of a 2% assessment on certain lodging businesses therein; and providing for other matters in connection therewith. The motion was seconded by Treasurer June. There was no public comment. 5 YEAS, 0 NAYS, ABSENT: P. Hardy, J. O'Meara, N. Patel, and B. Trahan, 0 ABSTAIN. The Resolution was declared ADOPTED on the 20th day of September 2023.

MINUTES FROM REGULAR MEETING AUGUST 16, 2023

Commissioner Breaux motioned to approve the **August 16, 2023**, regular meeting minutes as written. Commissioner Alack seconded the motion. There was no public comment. Motion carried.

AUGUST FINANCIAL STATEMENT REPORT

Treasurer June presented the **August** financial statement report to Commissioners. Commissioner R. Patel motioned to approve the **August** financial statement report presented by Treasurer June. Commissioner Alack seconded the motion. There was no public comment. Motion carried.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, reported on the partnership with the Lafayette Parish Bicentennial to host the Houston NBC Affiliate live in Lafayette for the 1-hour Houston Life segment.

Mr. Berthelot reported on a meeting with the Mayor of Scott, Jan-Scott Richard, and local hoteliers to discuss the occupancy tax initiative on the ballot in October. Following this meeting, VP of Creative, Lance LeBlanc, joined Mr. Berthelot to discuss a mural project Mayor Richard is proposing at the Begnaud House.

Mr. Berthelot stated he renewed the Cooperative Endeavor Agreements with Downtown Lafayette Unlimited and Festival International for use of the warehouse storage space.

Mr. Berthelot noted UL Athletics is working with John Aiken on a collective for Name, Image, and Likeness (NIL) and reached out for discussion because LCVC had one of the first NIL deals in the country.

Mr. Berthelot stated he convened a meeting with the Executive Directors of Vermilion, Iberia, St. Martin, St. Landry, and Acadia Parish CVBs to discuss current regional promotion and future collaborative opportunities.

Mr. Berthelot reported on several meetings regarding the indoor sports facility with LCVC Chair Doré, Mayor-President Guillory, and Lafayette City Council members.

Mr. Berthelot noted he attended and spoke at the groundbreaking of the Moore Park Soccer Super Complex project.

Mr. Berthelot reported Rudy Macklin, Director of the Governor's Council on Physical Fitness & Sports, confirmed a \$30,000 sponsorship of the USA Boxing National Championships and Olympic Trials.

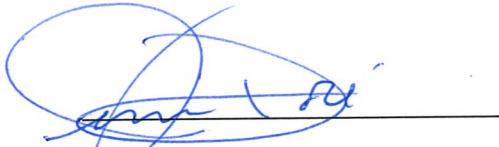
Mr. Berthelot noted Le Triomphe Golf & Country Club is hosting the American Junior Golf Association All-Star Invitational featuring 72 golfers aged 12-15 from across the country.

Mr. Berthelot stated he was invited as a panelist for the International Economic Development Council Annual Conference held in Dallas. The panel focused on Economic Resilience in Travel and Tourism and the collaborative work with local Economic Development Organizations.

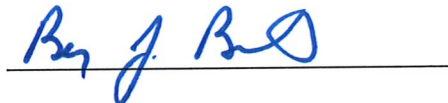
NEW BUSINESS

President & CEO Ben Berthelot reviewed the 2024 proposed LCVC Budget with the board of Commissioners. He stated the 2024 LCVC proposed budget will be presented for adoption during the October board meeting and requested that the Commissioners review the proposed budget over the next month and contact him with any questions or comments.

There was no other business. Chair Doré adjourned the meeting.



Jim Doré
Chair



Benjamin J. Berthelot
President & CEO