

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD SEPTEMBER 25, 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: Chris Alack, Treasurer, Gerald Breaux, Jim Doré, Dr. Jessica Leger, John O'Meara, and Brenda Trahan.

Commissioners Ricky Patel, Chair, Dr. Vincent June, Vice-Chair, and Nayan Patel were absent due to other obligations.

GUESTS: Kaleb Speyrer

CALL TO ORDER

Treasurer Alack called the meeting to order.

MINUTES FROM REGULAR MEETING AUGUST 22, 2024

Commissioner Breaux motioned to approve the **August 22, 2024**, regular meeting minutes as written. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

MINUTES FROM SPECIAL MEETING SEPTEMBER 3, 2024

Commissioner O'Meara motioned to approve the **September 3, 2024**, regular meeting minutes as written. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

AUGUST FINANCIAL STATEMENT REPORT

Treasurer Alack presented the **August** financial statement report to Commissioners. Commissioner Breaux motioned to approve the **August** financial statement report presented by Treasurer Alack. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, stated he and Sadie French, COO, met with Lowell Duhon regarding job duties during Ms. French's future maternity leave.

Dr. Leger joined the meeting.

Mr. Berthelot noted he has received applications for the Chief Sales Officer position and is scheduling candidate interviews. Current Chief Sales Officer Mike Roebuck will join the scheduled interviews.

Mr. Berthelot reported Lafayette Little League would like to continue hosting the Louisiana State Little League Championships. He and Mr. Roebuck met with new Tournament Director Peter Pham to confirm our support of the event.

Mr. Berthelot noted the International Food Wine and Travel Writers Association announced Lafayette Parish will host the 2025 conference.

Mr. Berthelot stated the Louisiana Office of Tourism will offer Co-ops with Brand USA for international marketing opportunities.

Mr. Berthelot reported Lafayette served as the first city visit for The Boot, a project aimed at attracting Veterans to move to the area.

Mr. Berthelot noted he had a productive meeting with Downtown Development CEO Kevin Blanchard to discuss projects happening downtown, including a possible hotel at the Don's Seafood location.

Mr. Berthelot stated the UFC responded to the opportunity for a retirement fight in Lafayette for UFC boxer Dustin Poirier, and our contact, Tim Metcalf is working to move this event forward.

Mr. Berthelot reported he attended the OneAcadiana Leadership Exchange in Grand Rapids, MI alongside area Mayors and community leaders, and a follow-up debrief meeting. He noted several productive follow-up meetings are scheduled as a result of the exchange.

Mr. Berthelot stated the management team at Le Triomphe has been completely turned over. He confirmed the Junior All-Star Tournament played at Le Triomphe and sponsored by LCVC will proceed as scheduled in October.

Mr. Berthelot reported the hoteliers on the Lafayette Tourism Improvement District Advisory Committee sent him multiple properties available for purchase for the Indoor Sports Complex. Mr. Berthelot shared these location options with the board noting he would provide additional cost and acreage information soon. Mr. Berthelot stated University of Louisiana (UL) officials have scheduled meetings with him to continue discussions about locating the facility on University property and future next steps. Mr. Berthelot noted he would look at having LCVC's attorney Michael Hebert draft a letter of intent for the board to use in future negotiations with UL should the board choose to proceed with this plan.

NEW BUSINESS

Presentation of the proposed 2025 LCVC Budget

President & CEO Ben Berthelot reviewed the 2025 proposed LCVC Budget with the board of Commissioners. He stated the 2025 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.

Approval of revisions to the Agreed Upon Procedures (AUPs)

Mr. Berthelot presented to Commissioners two updates to the Agreed Upon Procedures (AUPs) for approval. First, cash on hand is deposited weekly or when the \$5,000 threshold is met,

updated to cash receipts are recorded daily. Second, the title revision from Controller updated to Chief Operating Officer throughout the AUP document.

Commissioner Leger motioned to approve the revisions to the Agreed Upon Procedures as written. Commissioner Trahan seconded the motion. There was no public comment. YEA: (6) C. Alack, G. Breaux, J. Doré, J. Leger, J. O'Meara, B. Trahan. NAY: (0). ABSENT: (3) R. Patel, V. June, N. Patel. ABSTAIN: (0). The motion to approve the AUP revisions passed.

OLD BUSINESS

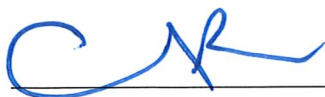
Approval of resolution governing and interpreting the terms "overnight camping facilities," "transient guests," "guest rooms," and "recreational vehicles" and to clarify the authority of the Lafayette Convention and Visitors Commission with regard to the collection, administration, and enforcement of the Commission's occupancy tax levy authorized by LA R.S. 33:4574.1.1(A)(16).

Mr. Berthelot introduced the updated resolution defining the terms "overnight camping facilities," "transient guests," "guest rooms," and "recreational vehicles" to Commissioners. He noted the only change to the resolution per LCVC attorney Michael Hebert, was to remove the clause "who intend to remain less than thirty (30) days" from points one and two under defining "overnight camping facilities."

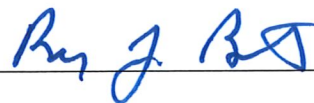
Commissioner Breaux motioned to approve the resolution governing and interpreting the terms "overnight camping facilities," "transient guests," "guest rooms," and "recreational vehicles" and to clarify the authority of the Lafayette Convention and Visitors Commission with regard to the collection, administration, and enforcement of the Commission's occupancy tax levy. Commissioner O'Meara seconded the motion. There was no public comment. YEA: (6) C. Alack, G. Breaux, J. Doré, J. Leger, J. O'Meara, B. Trahan. NAY: (0). ABSENT: (3) R. Patel, V. June, N. Patel. ABSTAIN: (0). The motion to approve the resolution passed.

Commissioner Trahan recapped the success and amazing attendance at the Congres Mondial Acadien (CMA) in Nova Scotia, Canada. Commissioner Trahan represented Louisiane-Acadie during CMA and promoted Le Grand Réveil Acadien 2025 taking place October 11-18 in Lafayette Parish.

There was no other business. Treasurer Alack adjourned the meeting.



Chris Alack
Treasurer



Benjamin J. Berthelot
President & CEO