

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JANUARY 15, 2020***

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met in the Lafayette Convention & Visitors Commission boardroom, 1100 Lafayette St., Lafayette, LA at 3:15pm.

In attendance were the board of Commissioners as follows: Summer Hvasta, Chair, Matt Roth, Vice-Chair, John O'Meara, Treasurer, Susannah Malbreaux, Brenda Trahan and Jimmy Thackston.

Commissioners Williams, Schilling and Batiste were absent due to prior commitments.

***GUESTS PRESENT:*** Taylor Potter and Victoria Dodge, The Daily Advertiser

***CALL TO ORDER***

Chair Hvasta called the meeting to order.

***MINUTES FROM DECEMBER 11, 2019***

Commissioner O'Meara motioned to accept the **December 2019** minutes as written. The motion was seconded by Commissioner Malbreaux. There was no public comment. Motion carried.

***DECEMBER FINANCIAL STATEMENT REPORT***

Treasurer O'Meara presented the **December 2019** financial statement reports to Commissioners. Commissioner Thackston motioned to approve the **December 2019** financial reports as presented by Treasurer O'Meara. The motion was seconded by Commissioner Malbreaux. There was no public comment. Motion carried.

***DEPARTMENTAL REPORTS***

***TOUR & VISITORS REPORT***

Eugenie Mitchell, Vice-President of Tourism Sales, was absent from the meeting due to hosting a familiarization tour for Spotlight on Southeast. Mike Roebuck, Chief Sales Officer gave the Tour & Visitors Report on her behalf. Mr. Roebuck reported on Travel South International where Ms. Mitchell had 39 appointments.

Mr. Roebuck reported that Ms. Mitchell and Kaylie LeBlanc led a familiarization tour December 3-7 for Destination America (which is part of the Travel Corporation) who owns 41 hospitality companies.

Mr. Roebuck reported that Kaylie LeBlanc, attended the National Tour Association Travel Exchange and had 22 appointments.

Mr. Roebuck reported on meetings and leads sent out that included Cajun Food Tours FIT contracting, Intrepid Travel, Groupe Voyages and Tumbleweed Tours.

Mr. Roebuck also reported on upcoming tourism marketing opportunities that included American Bus Association, Spotlight on Southeast, ICA Education Foundation fam Tour, VIP Mardi Gras Experience, ITB-Berlin and Travel South Domestic Showcase.

Mr. Roebuck reported that the Visitor Center had 235 volunteer hours logged in the month of **December**. He also mentioned that the top three visiting states for **December** were Texas, Alabama and (tied for third) Mississippi and Pennsylvania and the top three countries were Canada, France and Mexico.

### ***CONVENTION DEPARTMENT***

Mike Roebuck, Chief Sales Officer, reported that 8 leads were sent to area hotels and 6 turned definite in the month of **December** with an economic impact of \$60.61 million for the year.

Mr. Roebuck reported on notable leads including the Knights of Columbus State 2021 (365 rooms), Speech Pathologists 2020 (200 rooms) and Elementary Beta 2023 (600 rooms).

Mr. Roebuck also reported on **December** high notes including the hotel sales blitz to Baton Rouge, Travel Counselor Christmas luncheon, Rural Water Site Tours and agreement with LASBO.

### ***COMMUNICATION DEPARTMENT***

Jesse Guidry, Vice-President of Communications reported that there were 11 print and 21 digital ads placed in the month of **December**.

Mr. Guidry reported that the [www.lafayettetravel.com](http://www.lafayettetravel.com) website had 977,025 site sessions for 2019.

### ***MEMBERSHIP DEPARTMENT***

Sadie French, Controller, reported that there was 1 new member in **December** with a total of \$150.00 in revenue and \$23,919.11 for the year with 438 members.

Ms. French reported that the **January** luncheon was held at Rock'n'Bowl on January 8 with approximately 83 people in attendance.

### ***PRESIDENT & CEO's REPORT***

Mr. Berthelot reported that Upper Lafayette/Love of People is hosting a soft grand opening on January 15 at the Gateway Visitor Center.

Mr. Berthelot reported that his work on the transition committee for the Community Development Department has concluded with final recommendations presented, as has his work on the United Way of Acadiana CEO Search Committee.

Mr. Berthelot reported that plans for the Lafayette Suite at the Washington Mardi Gras in Washington, DC are finalized and that he assisted in lining up the music for the evening reception at the residence of the French Ambassador, which he will be attending.

Mr. Berthelot reported that LafayetteTravel is partnering with a local group doing a Lafayette to Nashville "Fiasco" event and will turn it into a PR and Sales Mission with both Communications and Sales Departments involved.

Mr. Berthelot reported that LafayetteTravel is partnering with Roddie Romero as a marketing sponsor to take the Bobby Charles Project on the road, which will include a great Lafayette presence.

Mr. Berthelot reported that he has renegotiated and executed a contract for services with the Landscape Manager for the 2020 grounds maintenance at both facilities.

Mr. Berthelot reported that plans are continuing for SXSW and they are working through the budget details.

Mr. Berthelot announced that he will be sworn in as Chair of the Louisiana Travel Association at the next annual meeting in Baton Rouge.

Mr. Berthelot reported that he has organized a meeting with Eat Lafayette and UL Athletics to talk about a possible partnership.

Mr. Berthelot reported that he is still meeting with possible candidates for the position available.

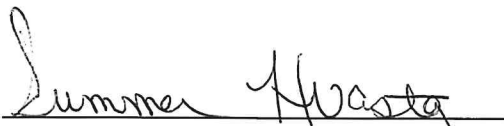
Mr. Berthelot reported that there will be a Lafayette showcase for the Folk Alliance National Convention where Kaylie LeBlanc will be representing LafayetteTravel.

***NEW BUSINESS – Nominations for 2020 Officers***

Commissioner Thackston nominated Matt Roth for Chair, John O'Meara for Vice-Chair and Susannah Malbreaux for Treasurer for 2020. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

Mr. Berthelot presented Chair Summer Hvasta a plaque of appreciation for her service as Chair of the Board of Commissioners for the Lafayette Convention & Visitors Commission for 2019.

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



Summer Hvasta  
Chair



Benjamin J. Berthelot  
President & CEO