

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD APRIL 20, 2022

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 3:15pm.

In attendance were the board of Commissioners as follows: Patrick Hardy, Chair, Jim Doré, Vice-Chair, Ricky Patel, Treasurer, Chris Alack, Brenda Trahan, Nayan Patel, and Gerald Breaux.

Commissioners June and O'Meara were absent due to business.

CALL TO ORDER

Vice-Chair Doré called the meeting to order.

MINUTES FROM REGULAR MEETING MARCH 16, 2022

Commissioner Breaux motioned to accept the **March 16, 2022**, regular meeting minutes as written. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

MARCH 2022 FINANCIAL STATEMENT REPORTS

Treasurer R. Patel presented the financial statement reports for the month of **March**. Commissioner Alack motioned to approve the **March** financial statement reports as presented by Treasurer R. Patel. The motioned was seconded by Commissioner Breaux. There was no public comment. Motion carried.

DEPARTMENT REPORTS

TOUR & TRAVEL

Eugenie Mitchell, Vice-President of Tourism Sales, reported that group bookings increased in the first quarter of 2022 compared to the same time in 2021.

Ms. Mitchell reported that 5 groups attended the VIP Mardi Gras Experience for a total of 320 room nights. She reported that 5 groups have already confirmed for 2023 with 6 prospective groups for a total of 975+ anticipated room nights.

Ms. Mitchell reported that Lafayette hosted three familiarization tours in the first quarter of 2022: USA Productions from France, Audley Travel from the United Kingdom, and CanUSA from Germany.

Ms. Mitchell reported on trade shows attended in the first quarter that included the American Bus Association, Southeast Tourism Society and Select Traveler.

Ms. Mitchell reported that notable bookings included Viking Cruises for nine dates in 2022/2023, Bonjour USA with 19 group tours in 2022 and Gate 1 Travel with 23 group tours for 2022, 2023, and 2024.

CONVENTIONS, MEETING AND ATHLETICS

Jess Henry, Vice-President of Convention Sales, reported that 36 were sent out and 26 events turned definite in the first quarter of 2022.

Ms. Henry reported that leads sent out included 2022 Rush Soccer Regional with 2,000 room nights for July 2022, Republican Party of Louisiana with 600 room nights for June 2022, LHSAA State High School Volleyball Tournament

with 1,000 room nights for November 2022, 2023, and 2024, LAGCOE with 3,100 room nights for October 2022 and "57 Seconds" film crew with 2,810 room nights for March 2022.

Ms. Henry also reported on recent activities including that Carl Toups attended the Christian Meetings Convention Association, Lafayette hosted the Select High School Basketball State Championship and that she made sales calls in Houston to over thirteen clients.

SALES INITIATIVES

Mike Roebuck, Chief Sales Officer, reported that Eugenie Mitchell will be attending the Chicago Sales Mission with LOT in May and IPW in June, and Irene Hodge will be attending SportsETA in May and Spotlight on Southeast Host fam in July for tour business.

Mr. Roebuck reported that he will be placing bids for Select and Non-Select Basketball and Softball Championships and Louisiana State Little League Softball and Baseball Championships, site tours with Outdoor Writers Association of America and Heritage Clubs, and follow-up with USA Boxing for 2023.

Mr. Roebuck reported that Jess Henry will be attending the Fraternal Executive Association consumer show in May.

Mr. Roebuck reported on sales targets that include the LHSAA Softball and Powerlifting Championships, USA Boxing, NJCAA Beach Volleyball, Outdoor Writers Association, Heritage Clubs International and HOGS.

COMMUNICATIONS

Jesse Guidry, Vice-President of Communications, was absent due to his attendance at TBEX. President & CEO Ben Berthelot gave the Communications Department report on his behalf. Mr. Berthelot reported on advertising initiatives.

Mr. Berthelot reported on metrics from the LafayetteTravel website and social media accounts. He also reported on media and journalists in Lafayette during the first quarter.

CREATIVE

Lance LeBlanc, Vice-President of Creative, reported on recent completed projects that included, the LafayetteTravel Marketing Plan, the Allons Visitor Guide, Profile Sheets for the Tourism Department, Kargo Ads, Washington, DC Mardi Gras, Zydeco Marathon, HOGS, Taco Festival, Spring Concert Series, Mardi Gras brochure, Festivals Acadiens et Creole, and the Communiqué newsletter.

Mr. LeBlanc also reported on work done for the creative grants for the Lafayette Museum, Azalea Trail and Shadows-on-the-Teche.

Mr. LeBlanc reported that he is attending Louisiana Travel Association's Tourism Leadership Academy this year.

MEMBERSHIP

Sadie French, Controller, was absent due to illness. Mr. Berthelot gave the membership report on her behalf. Mr. Berthelot reported that LafayetteTravel received 1 new member and 226 renewals for a total membership of 400 for the first quarter of 2022.

Mr. Berthelot reported that the LCVL luncheons for the first quarter were held at the John Nickerson House Event Center, Home2Suites, and the Table Room at the Cajundome.

PRESIDENT & CEO's REPORT

Mr. Berthelot reported that plans for EatLafayette 2022 are underway, and Coca-Cola, Lamm and the Fly Lafayette Club are returning sponsors at this point.

Mr. Berthelot reported that the Taste of EatLafayette event and LA Seafood Cookoff will be held early this year due to the Lt. Governor's schedule, and is confirmed for Tuesday, June 7 at the Cajundome Convention Center.

Mr. Berthelot reported that National Tourism Week is the first week of May and Lt. Governor Billy Nungesser will be the guest speaker for the LCVC membership breakfast on Thursday, May 5 at the Cajundome Convention Center.

Mr. Berthelot reported that he met with Senate President Page Cortez and the Louisiana Travel Association to present Mr. Cortez with his Legislative Champion Award at Tourism Day at the Capitol and Acadiana Red and White Day. Mr. Berthelot reported that he joined UL, LEDA, One Acadiana, LCG, Lafayette Regional Airport and others for a legislative luncheon at the Pentagon Barracks and afterwards were recognized on both the Senate and House sides.

Mr. Berthelot reported that he was recently commended as the Louisiana Travel PAC Chair by Senate Resolution 37 by Senator Gerald Boudreaux and Senate President Page Cortez.

Mr. Berthelot reported that filming for "57 Seconds" is going well and that he and Mandi Mitchell were on set at the Cajundome and then near Frank's Casing Crew.

Mr. Berthelot reported that the stakeholder's breakfast with Lt. Governor Nungesser went well, and several elected officials were in attendance, as well as other stakeholders.

Mr. Berthelot reported that Mayor Ray Bourque invited him to serve on a panel with Mandi Mitchell for the Mid-Sized Cities Mayors Meeting to discuss Economic Development and Tourism at LeTriomphe.

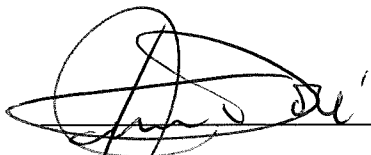
Mr. Berthelot reported the the stakeholder's group for the new performing arts center had a meeting recently to review the feasibility and location analysis report with the number one recommendation the University Commons site, across from the Cajundome on Congress.

NEW BUSINESS

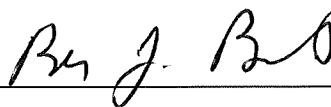
Mr. Berthelot presented the annual Louisiana Audit Compliance Questionnaire for 2021 for approval. Commissioner Breaux motioned to approve the 2021 Louisiana Audit Compliance Questionnaire. Commissioner N. Patel seconded the motion. There was no public comment. Motion carried.

There was no other business. Commissioner Breaux motioned to adjourn. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

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



Jim Doré
Vice Chair



Benjamin J. Berthelot
President & CEO