

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD APRIL 21, 2021***

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: John O'Meara, Chair, Patrick Hardy, Treasurer, Jimmy Thackston, Brenda Trahan and Ricky Patel.

Commissioners Schilling, Batiste, N. Patel and Doré were absent due to other business.

***CALL TO ORDER***

Chair O'Meara called the meeting to order.

***TOURISM & VISITORS REPORT***

Eugenie Mitchell, Vice President of Tourism Sales, presented the Tourism & Visitors report to Commissioners. Ms. Mitchell reported that 6 tour groups were booked in the month of **March** for a year-to-date of 54 and 5 losses due to COVID-19 concerns.

Ms. Mitchell reported that she participated in 13 virtual business appointments with ABA (American Bus Association) in March/April. She also reported on my XO Adventures FAM tour that took place on March 9-10 with planning for Festival International 2022. She reported that during the month of March, a video series was filmed for National Travel & Tourism Week with member partners as part of the tourism/creative marketing plan.

Ms. Mitchell reported that she followed up on all leads from LOT Brand USA information requests from the business appointments and sent the Stay Safe/Allons mailers to prospective, tentative, and definite tourism accounts.

Ms. Mitchell reported that 820 visitors signed the Visitor Center register in the month of **March** with a total of 196 volunteer hours.

***CONVENTION DEPARTMENT REPORT***

Jess Henry, Vice President of Convention Sales, reported that 10 leads were sent to hotels and 8 leads turned definite in the month of **March** with an economic impact of \$6.22 million.

Ms. Henry reported on notable leads sent in **March** to Lafayette hotels and/or meeting facilities including: TOPS, Louisiana Wildlife Agents Association and Cajun Express Softball. She also reported Junior/Elementary Beta, Top 28, USA Gymnastics Trampoline & Tumbling and the FFA presentation.

Mike Roebuck, Chief Sales Officer, reported that cloth masks have been ordered for the Stay Safe Program. He also reported on tour business, outreach, the 5-year PACE update, Cajundome Incentives and Convention/Sports targets.

## ***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice President of Communications, reported 62,047 sessions on [www.LafayetteTravel.com](http://www.LafayetteTravel.com) in **March**. Mr. Guidry also reported statistics from social media accounts: Facebook, Twitter, Instagram, YouTube and Spotify.

Mr. Guidry reported that ad value of articles written about Lafayette and the surrounding area was \$1,828,211.77 and had a reach of over 197,644,512 in the month of **March**.

## ***MEMBERSHIP DEPARTMENT***

Sadie French, Controller, reported that the Membership Department had 4 new members and 71 renewals with a total monthly revenue of \$9,025.00 and 424 members in **March**.

Ms. French reported that the **April** LCVC Membership Luncheon was held at the Table Room at the Cajundome on April 14 with approximately 31 attendees.

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

Mr. Berthelot reported that plans for EatLafayette 2021 are underway and Coca-Cola and Atmos Energy are on the list of sponsors and he is working on securing others.

Mr. Berthelot reported that the Louisiana Seafood Cook-off and the Taste of EatLafayette Kick-off event will be in person on June 22 at the Cajundome Convention Center.

Mr. Berthelot reported that the Board of Zoning upheld the decision of the Lafayette Consolidated Government Director with a 3-2 vote to allow for Airbnb's to continue in residential areas.

Mr. Berthelot reported he met with Dr. Savoie, Gregg Gothreaux and Mayor-President Josh Guillory to discuss several items.

Mr. Berthelot reported that the May LCVC Membership Luncheon has been moved to the first week in May so that we can celebrate national Tourism Week with Lt. Governor Billy Nungesser as our guest speaker.

Mr. Berthelot reported that he is monitoring several bills in the legislative session.

Mr. Berthelot reported that he attended the most recent meeting of the Resilient Louisiana Hospitality Task Force via Zoom.

Mr. Berthelot reported that the Louisiana First Responders Christian Association is wanting to open a Hall of Fame museum in Lafayette, and he will send information for the Visitor Enterprise Fund Grants once that process starts for 2021.

Mr. Berthelot announced that Kevin Harris has been hired as the new part-time Facilities Caretaker for the Visitor Center and the Administrative Office.

Mr. Berthelot stated that discussions are taking place with LEDA and the Cajundome to hold a job fair for the hospitality industry with the hopes of filling needs in the industry.

**MINUTES FROM MARCH 17, 2021**

Treasurer Hardy motioned to accept the **March 17, 2021** minutes as written. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

**MARCH FINANCIAL STATEMENT REPORTS**

Treasurer Hardy presented the financial report for the month of **March**.

Commissioner Thackston motioned to approve the **March** financial report as presented by Treasurer Hardy. The motioned was seconded by Commissioner R. Patel. There was no public comment. Motion carried.

**NEW BUSINESS**

Mr. Berthelot distributed the 2020 Louisiana Annual Compliance Questionnaire to Commissioners for review. Commissioner R. Patel motioned to approve the document to be submitted to the auditors. Commissioner Trahan seconded the motion. There was no public comment. Motion carried.

Mr. Berthelot distributed the revised Anti-Harassment policy that was part of the Agreed-Upon Procedures (AUP's) Year 4 Updates. He stated that the Anti-Harassment policy includes types of sexual harassment, procedures to report it and disciplinary measures that are to be followed. Commissioner R. Patel motioned to approve replacing the old policy with the revised Anti-Harassment policy in the Lafayette Convention & Visitors Commission Employee Policies & Practices manual. Commissioner Thackston seconded the motion. There was no public comment. Motion carried.

There was no other business. Chair O'Meara adjourned the meeting.



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John O'Meara  
Chair



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Benjamin J. Berthelot  
President & CEO