

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD AUGUST 19, 2020

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met via Zoom conference and 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: via Zoom: Susannah Malbreaux, Treasurer, Amos Batiste, Ricky Patel and Brenda Comeaux Trahan. In person: John O'Meara, Vice-Chair, Patrick Hardy and Jimmy Thackston.

Commissioners Williams and Schilling were absent due to business.

CALL TO ORDER

Vice-Chair O'Meara called the meeting to order.

OLD BUSINESS

Vice-Chair O'Meara welcomed Michael Hebert, attorney with Becker & Hebert, to speak to LCVC Commissioners about the application process for the Payroll Protection Program (PPP). Mr. Hebert stated that the Louisiana State Bond Commission requires a formal resolution to apply for a line of credit in order to apply to the State Bond Commission. Commissioner Hardy motioned to take up the issue of the Resolution not currently on the agenda for discussion. The motion was seconded by Commissioner Thackston. There was no public comment. Motion carried.

Commissioner Thackston motioned to adopt the proposed Resolution to authorize and approve the procurement of emergency financing for the Commission to address the effects of the COVID-19 pandemic, in the form of a line of credit with Iberia Bank not to exceed \$1,000,000, with an interest rate not to exceed 5% and not to mature before December 31, 2022, using the security of all available revenues of the Commission outstanding to the extent such revenues are available for the payment of debt service on the line of credit, according to La. R.S. 39:1430, for the purpose of providing cash flow support for the Commission. The motion was seconded by Commissioner Hardy. There was no public comment. The Commissioners were polled and with 7 yeas: Thackston, O'Meara, Hardy, Trahan, Patel, Batiste and Malbreaux. 0 nays and 2 absent: Schilling and Williams. The motion to adopt the proposed resolution passed.

MINUTES FROM JULY 22, 2020

Commissioner Thackston motioned to accept the **July 2020** minutes as written. The motion was seconded by Commissioner Hardy. There was no public comment. Motion carried.

JULY FINANCIAL STATEMENT REPORTS

Vice-Chair O'Meara gave the financial report for **July** and reported that hotel and lodging tax revenue had an increase of \$79,584.12 than the previous month.

Commissioner Malbreaux motioned to approve the **July** financial report as presented by Vice-Chair O'Meara. The motioned was seconded by Commissioner Hardy. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOUR & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism Sales, was absent due to vacation. Mike Roebuck, Chief Sales Officer, gave the Tour & Visitors Department report on her behalf. Mr. Roebuck reported that the Tourism Sales department reached out to approximately 400 clients to update records and have them keep Lafayette front of mind during these unprecedented times. Mr. Roebuck reported there were 327 walk-in visitors to the Visitor Center in the month of **July** with 170 volunteer hours.

CONVENTION DEPARTMENT

Mr. Roebuck reported that 6 leads were sent to area hotels and 4 conventions, meetings, and/or sports events turned definite in the month of **July** with an economic impact of \$1.28 million.

Mr. Roebuck reported that 3 conventions, meetings and athletic events were lost in **July 2020** due to COVID-19. He reported that for year-to-date, 222 conventions, meetings, athletic events *and* tour groups were lost due to COVID-19, for an economic loss of \$56,158,750, 49,254 room nights and 580,5844 people. Mr. Roebuck clarified that these events were counted as the month the cancelation was decided, not necessarily the month the convention would have been held.

Mr. Roebuck reported notable leads included Cowart Swamp Nationals Softball, FASA and Veteran's of Foreign Wars (VFW).

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that for **July** the Communications Department has been concentrating on promoting the Rôder with the Family, Best Food City in the USA and Hub City Day Trips advertising campaigns through various media.

Mr. Guidry also reported on Website, Social Media and E-Mail Marketing statistics and stated that \$1,063,823.57 worth of ad value on Lafayette Parish and the surrounding area was published by various media types.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 6 renewals for the month of **July** for a total of 431 members. Ms. French reported LCVC membership revenue for year-to-date was \$11,962.50.

Ms. French reported the LCVC Membership Luncheon was held virtually via Zoom on August 12th with approximately 55 attendees.

PRESIDENT & CEO's REPORT

Mr. Berthelot reported that all paperwork has been signed for the final installment payment for the Evangeline Galleries project, minus \$2,000 that is being withheld until the final four punch list items are completed.

Mr. Berthelot reported the Visitor Enterprise Funding Committee review process is complete and that 31 applicants were approved for funding from the \$200,000 flow-through grant program.

Mr. Berthelot reported that he has had several meetings with the Cajundome concerning their budget.

Mr. Berthelot reported that the Taste of Eat Lafayette Kick-off and Louisiana Seafood Board Cook-off has been cancelled.

Mr. Berthelot reported that Jim Doré has been appointed by the Lafayette Parish Council to replace Susannah Malbreaux on the board.

Mr. Berthelot reported that restaurant sales in June were the highest on record since 2010.

Mr. Berthelot reported that TRAIL is looking to add RV rentals at Beaver Park for Cycle Zydeco and possibly year-round.

There was no other business. There was no public comment. Vice-Chair O'Meara adjourned the meeting.



John O'Meara
Vice-Chair



Benjamin J. Berthelot
President & CEO