

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD DECEMBER 16, 2020***

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, Treasurer, Jimmy Thackston, Jim Doré, Nayan Patel, Ricky Patel and Brenda Trahan. John O'Meara, Chair joined the meeting via phone.

Commissioner Schilling and Batiste were absent due to business.

***CALL TO ORDER***

Treasurer Hardy called the meeting to order.

***MINUTES FROM NOVEMBER 23, 2020***

Commissioner Thackston motioned to accept the **November 23, 2020** minutes as written. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

***NOVEMBER FINANCIAL STATEMENT REPORTS***

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

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

***DEPARTMENTAL REPORTS***

***TOUR & VISITORS REPORT***

Eugenie Mitchell, Vice-President of Tourism, reported that she attended the National Tour Association virtual travel exchange and had 22 appointments with 17 mutual requests and 5 supplier requests.

Ms. Mitchell also reported that 362 tour operators entered the Louisiana booth at the Association of Canadian Travel Agents two-day Virtual Travel Summit.

Ms. Mitchell reported on meetings and functions that she and Irene Hodge attended, including Kaleidoscope Tours, Inc., Tours by Locals, New Orleans & Co., and a Student Youth Travel Association webinar.

Ms. Mitchell reported on leads, RFP's and requested information that was sent out including, Holiday Vacations, Beyond the Bayou, Rey Royal, Road Scholar, Visit USA France, AFC Vacations, Adventure Caravan and SeAirLand.

Ms. Mitchell reported that 447 visitors signed the register at the Lafayette Visitor Center and volunteers worked a total of 156 hours for the month of **November**.

### ***CONVENTION DEPARTMENT***

Mr. Roebuck reported that 8 leads were sent to area hotels and 4 conventions, meetings, and/or sports events turned definite in the month of **November** with an economic impact of \$2.62 million.

Mr. Roebuck reported notable leads included FASA (400 rooms, November 2020), American Red Cross (27,000 room nights, December 2020) and 2D Sports (950 room nights, Summer 2021).

Mr. Roebuck reported highlights for **November** were the Cowart Softball Swamp Nationals that hosted 55 teams and picked up 1,100 total rooms and Sugar Bert Boxing that had 800 projected total rooms.

Mr. Roebuck reported that \$951,575.00 of business was lost or cancelled in the month of **November** for future dates. He also reported on cancellations and postponements for the first quarter of 2021.

### ***COMMUNICATIONS DEPARTMENT***

Jesse Guidry, Vice-President of Communications, was absent from the meeting. Mr. Berthelot gave the Communications Department report on his behalf. Mr. Berthelot reported on digital ads promoted in **November** and website, blog, and social media metrics.

Mr. Berthelot reported that articles written about Lafayette Parish and Acadiana in **November** had an ad value of \$88,845.

### ***MEMBERSHIP DEPARTMENT***

Sadie French, Controller, reported that LCVC had 2 renewals for the month of **November** for a total of 425 members. Ms. French reported LCVC membership revenue for year-to-date was \$15,600.00.

Ms. French reported the **December** LCVC Membership Luncheon was held at the DoubleTree by Hilton on December 9<sup>th</sup> with guest speaker Mayor-President Josh Guillory and had approximately 46 attendees.

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

Mr. Berthelot reported that \$5 million of funding for the Louisiana Office Of Tourism was secured because of COVID-19.

Mr. Berthelot reported that conversations continue with the Greater SW Mardi Gras Association regarding Mardi Gras 2021.

Mr. Berthelot reported that Senator Bill Cassidy is leading a bi-partisan effort, call the "908 Coalition" to get a stimulus bill passed (that includes CVB's to be eligible) for the use of PPP funds.

Mr. Berthelot reported he is in conversations with Cynthia and Terrence Simien about the possibility of having a virtual Mardi Gras event with partners across the country that they are working on.

Mr. Berthelot reported that he was participating in the Destination International CEO Summit virtually this year.

Mr. Berthelot reported that he is assisting with the steering committee for One Acadiana's Leadership Exchange that studies similar cities' best practices.

Mr. Berthelot reported that LCVC department heads met to finalize the 2021 Marketing Plan.

Mr. Berthelot announced that MoneyInc.com included Lafayette in its "20 Warm Places to Live with a Low Cost of Living" with Lafayette being named #6.

Mr. Berthelot reported that Lafayette recently hosted the Louisiana Travel Association Board of Directors Meeting.

### ***NEW BUSINESS***

Mr. Berthelot presented the proposed amended 2020 LCVC Budget to Commissioners. A resolution amending the operating budget for the fiscal year beginning January 1, 2020 and ending December 31, 2020 was motioned to be accepted by Commissioner Thackston. The motion to accept the resolution was seconded by Commissioner Doré. There was no public comment. The resolution was declared adopted. YEAS: R. Patel, N. Patel, J. Thackston, B. Trahan, J. Doré, P. Hardy. NAYS: 0, ABSENT: C. Schilling, II, A. Batiste.

Mr. Berthelot presented the 2020/2021 LCVC Budget Worksheets to Commissioners for approval. Motion by Commissioner Trahan to accept the 2020/2021 LCVC Budget Worksheets as presented by Mr. Berthelot. The motion was seconded by Commissioner Doré. There was no public comment. Motion carried.

Mr. Berthelot requested an insurance change for one employee that was eligible for Medicare. Commissioner Doré motioned to approve the insurance change. The motion was seconded by Commissioner Thackston. There was no public comment. Motion carried.

There was no other business. Commissioner Trahan motioned to adjourn. The motion was seconded by Commissioner Doré. There was no public comment. Motion carried. Treasurer Hardy adjourned the meeting.



Patrick Hardy  
Treasurer



Benjamin J. Berthelot  
President & CEO