

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JANUARY 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, Ricky Patel, Treasurer, John O'Meara, Brenda Trahan, Vincent June and Chris Alack.

Commissioners Doré and N. Patel were absent due to prior commitments.

***MEDIA PRESENT:*** Cohen Breaux, News15

***CALL TO ORDER***

Chair Hardy called the meeting to order.

***NEW BUSINESS***

Due to the amount of new business, oral departmental board reports were omitted to keep the meeting on schedule. President & CEO Berthelot reported that all departmental board reports would be e-mailed to Commissioners for review.

***2022 LCVC MARKETING PLAN AND ANNUAL REPORT***

President & CEO Berthelot presented the 2022 LCVC Marketing Plan and Annual Report to Commissioners. Jesse Guidry, V.P of Communications, expounded on the 2021 successes and goals for 2022 for the Communications Department. Mike Roebuck, Chief Sales Officer, reported on successes in 2021 and goals for 2022.

***MINUTES FROM REGULAR MEETING DECEMBER 15, 2021***

Commissioner O'Meara motioned to accept the **December 15, 2021**, regular meeting minutes as written. Commissioner Alack seconded the motion. There was no public comment. Motion carried.

***DECEMBER 2021 FINANCIAL STATEMENT REPORTS***

Treasurer R. Patel presented the financial statement reports for the month of **December**. Commissioner Trahan motioned to approve the **December** financial statement reports as presented by Treasurer R. Patel. The motioned was seconded by Commissioner O'Meara. There was no public comment. Motion carried.

***PRESIDENT & CEO'S REPORT***

Mr. Berthelot reported that he took part with The Advocate on their virtual Mardi Gras three-day event on NOLA.com and he filmed a segment on Lafayette Parish and the Courir de Mardi Gras.

Mr. Berthelot reported that Eugenie Mitchell, Mike Roebuck, and he met with Tim Metcalf, owner of Prejean's Restaurant to discuss group tourism opportunities since Randol's has closed. He reported that they also met with Lynn Boutin at Boutin's to discuss group business.

Mr. Berthelot reported that he attended the virtual Advocate's Economic Roundtable and small growth for the economy is predicted for 2022.

Mr. Berthelot reported that the ribbon cutting for the new Lafayette Airport terminal took place on January 19 and the first flights started on January 20.

Mr. Berthelot reported that he filmed a video spot for the Broussard Chamber to discuss the work they are doing and collaborations that exist with other stakeholders.

Mr. Berthelot reported that organizers for the Grand Reveil are planning to host the event in October 2022. He reported that they will also meet with the Lt. Governor in February.

Mr. Berthelot reported that a town hall meeting was held with residents in the Brown Park area to discuss the possibilities for a mega sports complex with funding that was budgeted by Mayor-President Guillory and the Councils.

Mr. Berthelot reported that he met with organizers of Cinema on the Bayou Festival, and they are planning a hybrid event this year at Cité des Arts.

Mr. Berthelot reported that several organizations have reached out to bid on the Southern Region Creative Placemaking Summit and that Lafayette will be submitting a bid.

Mr. Berthelot reported that the new Performing Arts Center stakeholders' group had a meeting last week at LEDA with consultants who have been hired to do a feasibility and location analysis.

Mr. Berthelot reported that he has been asked to be a part of the steering committee to bring Junior Leadership back to the area and he will take the lead on Arts and Culture Day.

Mr. Berthelot announced that the 2022 LCVC Budget approval resolution was unanimously approved by the City and Parish Councils.

Mr. Berthelot announced that he will be attending the privately funded Bienvenue a Lafayette Suite at the Washington, DC Mardi Gras that is a partnership with LCG, Mayor-President Guillory, One Acadiana, LEDA, UL, and many others.

***NEW BUSINESS***

Mr. Berthelot presented the 3-year strategic plan to board members and reviewed the top four initiatives. Commissioner O'Meara motioned to adopt the strategic plan amending it to a 5-year plan. Treasurer R. Patel seconded the motion. There was no public comment. Motion carried.

There was no other business. Chair Hardy adjourned the meeting.



Patrick Hardy  
Chair



Benjamin J. Berthelot  
President & CEO