

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JULY 22, 2020

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

Commissioner Williams was absent due to business.
Commissioner Batiste was absent due to a prior commitment.

CALL TO ORDER

Vice-Chair O'Meara called the meeting to order and welcomed new Commissioner Ricky Patel, appointed by the City-Parish Council, as a nominee of the Acadiana Hotel & Lodging Association.

MINUTES FROM JUNE 24, 2020

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

JUNE FINANCIAL STATEMENT REPORTS

Vice-Chair O'Meara gave the financial report for **June** and reported that hotel and lodging tax revenue had an increase of \$36,891.22 than the previous month.

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

DEPARTMENTAL REPORTS

TOUR & VISITORS REPORT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that the tourism sales department has been reaching out to as many clients as they can to keep Lafayette front of mind during these unprecedented times. She reported that between her and Irene Hodge, Tourism & Convention Services Manager, they reactivated 181 group tour accounts and made 155 general calls.

Ms. Mitchell reported on meetings and functions attended including the LCVC Virtual Membership Luncheon, the Louisiana Travel Association Louisiana Sales team check-in, Brand USA Covid-19 research and Connect Travel Webinars.

Ms. Mitchell also reported that the Visitor Center re-opened on June 1 and had 416 walk-in visitors and 80 volunteer hours in the month of **June**.

CONVENTION DEPARTMENT

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

Mr. Roebuck reported that 3 conventions, meetings and athletic events were lost in **June 2020** due to COVID-19 for a negative economic impact of \$854,800. He reported that for year-to-date, 202 conventions, meetings, athletic events *and* tour groups were lost due to COVID-19, for an economic loss of \$54,750,000, 45,516 room nights and 537,894 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 the LHSAA Select Softball Tournament for May 2021 and the Louisiana Council for the Blind for May 2021.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported that the Communications Department has been concentrating on advertising campaigns and banner ads in **June** and presented the Rôder with the Family, Best Food City in the USA and Hub City Day Trips concepts to the board.

Mr. Guidry also reported on Website, Social Media and E-Mail Marketing statistics and stated that \$208,417.60 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 1 new member and 3 renewals for the month of **June** for a total of 434 members. Ms. French reported LCVC membership revenue for year-to-date was \$11,187.50.

Ms. French reported the LCVC Membership Luncheon was held virtually via Zoom on July 8th with approximately 49 attendees.

PRESIDENT & CEO's REPORT

Mr. Berthelot reported that thirty-one Visitor Enterprise Grant applications were received requesting more than \$365,000.

Mr. Berthelot reported that he met with the new CEO of LARC, Brian Hensgens and his assistant Karon Davis to discuss plans for Acadian Village.

Mr. Berthelot reported that he was available to answer questions concerning the Short-Term Rental Introductory ordinance at the City-parish Council meeting earlier in the month. He also mentioned

that he met with members of the Acadiana Hotel & Lodging Association and Airbnb owners, and has had conversations with the LCG Planning Department. He reported that the ordinance has now been deferred until September.

Mr. Berthelot reported that he had a wrap-up meeting with the architects for the new office building and the final draw will be disbursed after signed paperwork has been returned by the contractor.

Mr. Berthelot reported that he has been asked to serve as a panelist for the Acadiana Advocate's Economic Summit, 6-month review.

Mr. Berthelot reported that he continues to participate in weekly calls with the Cornerstone Group, who has been hired by the Louisiana Travel Association, to assist with finding financial resources for the industry.

Mr. Berthelot reported that the Lt. Governor's Summit, scheduled for August in Lake Charles, has been postponed.

Mr. Berthelot announced that the Taste of Eat Lafayette kickoff and the Louisiana Seafood Board Cook-off has been canceled due to occupancy restrictions.

Mr. Berthelot reported that WAITR will be offering free delivery for Eat Lafayette restaurants during the campaign.

NEW BUSINESS

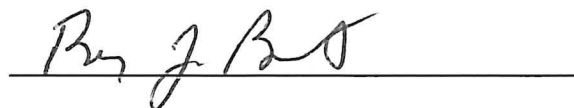
Mr. Berthelot reviewed two budget forecast scenarios for the rest of the year, and due to revenue uncertainty requested that the proposed 2021 LCVC Budget presentation be pushed from August to October to get a better handle on the economic situation. There was a motion by Commissioner Thackston to authorize the presentation of the proposed 2021 LCVC Budget to be moved from August to October. The motion was seconded by Commissioner Hardy. There was no public comment. Motion carried.

Mr. Berthelot also requested authorization of spending up to \$5,000 for a bond attorney and other fees to investigate the possibility of receiving a line of credit. Mr. Berthelot explained that the line of credit would only be used to secure PPP (Paycheck Protection Program) funding if political subdivisions become eligible. Commissioner Thackston motioned to approve the authorization of spending up to \$5,000 for a bond attorney and other fees associated with investigating the possibility of receiving a line of credit. The motion was seconded by Commissioner Patel. There was no public comment. Motion carried.

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