

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MARCH 16, 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, Jim Doré, Vice-Chair, John O'Meara, Chris Alack, Brenda Trahan, Nayan Patel, Vincent June and Gerald Breaux.

Commissioner R. Patel was absent due to business.

Special Guests present: Mike Deselle, DOTD
Deidra Druillet, DOTD

CALL TO ORDER

Chair Hardy called the meeting to order.

OLD BUSINESS

Mike Deselle and Deidra Druillet of the Louisiana Department of Transportation were in attendance to give an update on plans and a timeline for construction of the I-49 corridor that will impact the Visitor Center on Evangeline Thruway.

MINUTES FROM REGULAR MEETING FEBRUARY 16, 2022

Commissioner Breaux motioned to accept the **February 16, 2022**, regular meeting minutes as written. Vice-Chair Doré seconded the motion. There was no public comment. Motion carried.

FEBRUARY 2022 FINANCIAL STATEMENT REPORTS

Chair Hardy presented the financial statement reports for the month of **February**. Vice-Chair Doré motioned to approve the **February** financial statement reports as presented by Chair Hardy. The motioned was seconded by Commissioner O'Meara. There was no public comment. Motion carried.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that he is preparing for the 2022 legislative session and attended a bill review in Baton Rouge to look at bills affecting the industry. He stated that the biggest issue will be a joint effort to get funding added to the Mega Event Fund.

Mr. Berthelot reported that he has been elected as Chair of the Louisiana Travel PAC (which is funded by the private sector) and delivered checks to Rep. Stuart Bishop and Rep. Vincent Pierre on behalf of the PAC.

Mr. Berthelot reported that he met with musician Yvette Landry and her husband Luke Bourque regarding some film projects they are working on, including a film about Yvette and Warren Storm that involves Marvel Studios. He stated that he is collaborating with them on some marketing opportunities, including their promotion at the Cannes Film Festival.

Mr. Berthelot reported that he was reappointed to the Governor's Council on Physical Fitness and Sports.

Mr. Berthelot reported that the intergovernmental agreement signed with Lafayette Consolidated Government and Mayor President Guillory has been executed regarding the Cajundome subsidy, and the first payment for the LHSAA State Volleyball Championships in the amount of \$71,000 was received.

Mr. Berthelot reported that the Boys' Select Basketball Championships were a tremendous success and organizers want to come back next year with the possibility of including the Girls' Select Championships.

Mr. Berthelot reported that the Lt. Governor's office is working on a Louisiana Music Trail and has contracted with former head of the Louisiana Economic Development Entertainment Division, Sheri McConnell and Reid Wick, Regional director of the Grammy's.

Mr. Berthelot reported that he had a follow-up meeting with Mayor-President Guillory, Dr. Savoie, LEDA and others regarding athletic facilities.

Mr. Berthelot reported that he attended a One Acadiana Vibrant Community Messaging Workshop that is a follow-up to the work by Quint Studer to focus on positive and consistent messaging and celebrating wins.

Mr. Berthelot reported that he was notified by the Cajundome, that effective immediately, they would be doing away with their policy to offer a 25% discount to large groups that met the room night threshold of 500 hotel room nights.

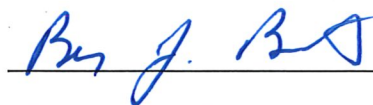
NEW BUSINESS

Mike Roebuck, Chief Sales Officer, gave a presentation on the new Datafy database tracking system that uses cell phone tower pings and credit card spending records.

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



Patrick Hardy
Chair



Benjamin J. Berthelot
President & CEO