

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MARCH 17, 2021

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 and Ricky Patel.

Commissioners Schilling, Batiste, Trahan and O'Meara were absent due to other business.

CALL TO ORDER

Treasurer Hardy called the meeting to order.

TOURISM & VISITORS REPORT

Eugenie Mitchell, Vice President of Tourism Sales, presented the Tourism & Visitors report to Commissioners. Ms. Mitchell reported that in the month of **February** information was submitted to the Louisiana Office of Tourism for the Southeast Tourism Society presentations to tour operators. She also reported that Mardi Gras promotional packages were sent to 18 prospective accounts and that it resulted in 3 group bookings for 2022.

Ms. Mitchell reported that Lafayette is included in two Travel South International pre-fam tours for operators that will be attending the tradeshow in New Orleans in November 2021. She also reported that three group tours are expected to visit Lafayette in the month of **March**.

Ms. Mitchell reported that 543 visitors signed the Visitor Center register in the month of **February** with a total of 160 volunteer hours.

CONVENTION DEPARTMENT REPORT

Jess Henry, Vice President of Convention Sales, reported that 23 leads were sent to hotels and 8 leads turned definite in the month of **February** with an economic impact of \$1.11 million.

Ms. Henry reported on notable leads sent to Lafayette hotels and/or meeting facilities including: Elementary Beta 2022-2024, Junior Beta 2022-2024, Americas Competitive Exchange and FASA. She reported the high notes for the month of **February** were A Perfect Game, LHSAA – CCC and BSRC and the Elite Football Gridiron Classic.

Mike Roebuck, Chief Sales Officer, gave a sales overview and reported on sales marketing initiatives that included the #StayHappy#StaySafe campaign. Mr. Roebuck also reported on the American Bus Association (ABA) virtual monthly meetings, the upcoming Student Youth Tour Association (SYTA) virtual meeting in August and IPW in Las Vegas in September.

Mr. Roebuck reported on prospective Convention and Sports targets that include USA Trampoline Gymnastics, Rural Water, Mardi Gras Classic, USATF, USA Beach Volleyball, Cowart Sports Swamp Classic, Sugar Bert Boxing and Boys' State Basketball Semi-Finals.

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice President of Communications, reported that although website sessions for www.LafayetteTravel.com in **February** were slightly down, users increased from the month before. Mr. Guidry reported that Blog traffic started an upward trend and had 23,220 pageviews with the bulk of the users coming from Texas and Mississippi.

Mr. Guidry reported that ad value of articles written about Lafayette and the surrounding area was \$441,182.16 and had a reach of over 47,000,000 in the month of **February**.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that the Membership Department had 1 new member and 25 renewals with a total monthly revenue of \$3,525.00 and 423 members in **February**.

Ms. French reported that the **March** LCVC Membership Luncheon was held at the Maison Mouton Bed & Breakfast on March 10 with 42 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that the LHSAA Top 28 Basketball semifinals went well with what LCVC could control. Staff secured team hosts, trained them and were on-site the entirety of the tournament.

Mr. Berthelot reported that he has begun preparing for the 2021 Legislative session. There will be a bill review at the next statewide meeting of CVB directors in late **March** as well.

Mr. Berthelot reported that he facilitated a meeting in Baton Rouge for the Downtown Development Authority with Lt. Governor Billy Nungesser for a proposed Downtown Lafayette seafood event in the fall.

Mr. Berthelot reported that he met with a gentleman in the early stages of looking into building an indoor sports complex along I-10. Berthelot suggested the next step would be for the gentleman to develop a business plan.

Mr. Berthelot reported that he arranged tours of the new Prejean's and Maison Mouton Bed & Breakfast for Lt. Governor Nungesser while he was in town recently.

Mr. Berthelot reported that players for the LA Open Golf Championship would be staying at hotels this year instead of host families, so the room pick-up should be larger than it has ever been.

Mr. Berthelot reported that he has been following the American Rescue Plan and looking at ways LCVC may be eligible for funding.

MINUTES FROM FEBRUARY 24, 2021

Commissioner Thackston motioned to accept the **February 24, 2021** minutes as written. The motion was seconded by Commissioner R. Patel. There was no public comment. Motion carried.

FEBRUARY FINANCIAL STATEMENT REPORTS

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

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

OLD BUSINESS

Mr. Berthelot reported that he caught an error on the agenda for the last meeting regarding the vote on Wayfaring Signage that took place at the February 2021 board meeting. The agenda item did not reference a vote. Mr. Berthelot requested that the Wayfaring Signage funding for the Downtown Development Authority be considered now that it was on the agenda. After a discussion, Commissioner Thackston motioned to approve a one-time funding match of \$55,000 to the Downtown Development Authority for their Wayfaring Signage project. Commissioner N. Patel seconded the motion. There was no public comment. Motion carried.

5 YAYS: J. Thackston, J. Doré, P. Hardy, R. Patel, N. Patel
0 NAYS
4 ABSENT: C. Schilling, II, B. Trahan, J. O’Meara, A. Batiste

NEW BUSINESS

President & CEO Berthelot presented a new data research tool. After a discussion, Commissioner R. Patel motioned to approve a yearly contract that was proposed by See Source Data Research, pending comparisons by President & CEO Berthelot to similar cities that are currently using See Source Data Research. Commissioner N. Patel seconded the motion. There was no public comment. Motion carried.

5 YAYS: J. Thackston, J. Doré, P. Hardy, R. Patel, N. Patel
0 NAYS
4 ABSENT: C. Schilling, II, B. Trahan, J. O’Meara, A. Batiste

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



Patrick Hardy
Treasurer



Benjamin J. Berthelot
President & CEO