

***PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD OCTOBER 19, 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 3:15 pm.

In attendance were the board of Commissioners as follows: Patrick Hardy, Chair, Jim Doré, Vice-Chair, Ricky Patel, Treasurer, Gerald Breaux, John O'Meara, and Nayan Patel.

Commissioners Alack and June were absent due to other obligations. Commissioner Trahan was absent due to illness.

***CALL TO ORDER***

Chair Hardy called the meeting to order.

***MINUTES FROM REGULAR MEETING SEPTEMBER 21, 2022***

Commissioner O'Meara motioned to waive the reading and to approve the **September 21, 2022**, regular meeting minutes as written. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

***SEPTEMBER FINANCIAL STATEMENT REPORT***

Treasurer Patel presented the **September** financial statement report to Commissioners. Commissioner Breaux motioned to approve the **September** financial statement report presented by Treasurer Patel. Commissioner O'Meara seconded the motion. There was no public comment. Motion carried.

***DEPARTMENTAL REPORTS***

***TOUR & TRAVEL***

Mike Roebuck, Chief Sales Officer gave the Tour & Travel Department report on behalf of Vice-President of Tourism Sales, Eugenie Mitchell. Mr. Roebuck reported Ms. Mitchell attended the Southeast USA Spotlight conference with 30 domestic planners and 6 operators planning to visit in 2023.

Mr. Roebuck reported Ms. Mitchell had 20 trade appointments with 10 prospects at the Student Youth Travel Association show.

Mr. Roebuck reported Ms. Mitchell had 34 appointments during Connect RTO South, with 10 requesting contracts.

Mr. Roebuck reported that Ms. Mitchell attended Brand USA Travel Week with 39 appointments and a Louisiana Trade event with 40 in attendance.

### ***CONVENTIONS, MEETINGS, AND ATHLETICS***

Jess Henry, Vice-President of Convention Sales, reported 31 leads were sent to hotels during the third quarter with 7 definite bookings.

Ms. Henry reported that year-to-date 2022 leads are identical to 2021, but definite economic impact for 2022 is outpacing 2021.

Ms. Henry reported notable leads for the third quarter including the Louisiana Solid Waste Environmental Conference with 800 room nights for March 2023, Coward Swamp Nationals Softball Championships with 1,100 room nights for November 2022, and Bankruptcy Judicial Assistance with 220 room nights for October 2022.

Ms. Henry reported she attended the Louisiana Society for Association Executives annual meeting, and Carl Toups, Convention & Sports Sales Manager, attended Teams USA and Sports Relationships.

### ***SALES INITIATIVES***

Mr. Roebuck reported that Eugenie Mitchell will be attending the World Travel Market and Travel South International in November for tour business, and Irene Hodge will be attending National Travel Association in November.

Mr. Roebuck reported that the Huddle Up Group will be presenting the results of their analysis during the November membership luncheon.

Mr. Roebuck reported that Carl Toups will be attending T.E.A.M.S. with the Louisiana Office of Tourism in November and has 40 scheduled appointments.

Mr. Roebuck reported that Jess Henry will be attending the Baton Rouge Sales Blitz in December.

Mr. Roebuck reported that year-to-date 2022 is up 19,000 rooms from 2021.

Mr. Roebuck reported on sales targets including USA Boxing, Senior Beta, Founders Tour, Louisiana Society for Association Executives Annual Convention, BSEE National Inspectors, and USA Gymnastics.

### ***COMMUNICATIONS***

Jesse Guidry, Vice-President of Communications reported positive website and social media account growth across all platforms.

Mr. Guidry also reported on media and journalists in Lafayette during the third quarter.

### ***CREATIVE DEPARTMENT***

Lance LeBlanc, Vice-President of Creative, reported on recent completed digital and printed projects that included the Allons Journal, Calendar of Events Brochure, seasonal advertising placement, LCVV Proposed Budget Book, monthly newsletter, EatLafayette video shoot, Lafayette Regional Airport display monitors, city of Lafayette Bicentennial logo, and TBEX graphics, signs, photos, and videos.

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

Ben Berthelot, President & CEO, reported that as an appointed member he attended the Louisiana Governor's Council on Physical Fitness Board Meeting and discussed the potential for a return of the Golden Gloves National Championship to Lafayette.

Mr. Berthelot reported he met with the SW Louisiana Mardi Gras Association to discuss the Friday night parade and linking it with the 2023 city of Lafayette Bicentennial celebration events.

Mr. Berthelot reported he had a follow up meeting with One Acadiana and LEDA to finalize the twenty articles for Livability.com.

Mr. Berthelot reported Mayor-President Guillory signed off on the concept of allowing Bayou Paddle Sports to access the Vermillion River at Beaver Park for kayak and canoe rentals. The LCG legal department is now reviewing the plan.

Mr. Berthelot reported he was asked to chair the Southeast Tourism Society Advocacy Pillar Committee.

Mr. Berthelot reported the TBEX conference was a huge success, and he received many compliments. Special thanks to Mike Roebuck and Jesse Guidry, the two key point people.

Mr. Berthelot reported the Grand Réveil Acadien was successful and received positive feedback.

Mr. Berthelot reported the Gateway Committee met with Mayor-President Guillory and he has approved the release of the Request for Proposals for the Gateway Improvements plan and immediate work on the trees and vegetation at the gateways.

Mr. Berthelot reported the LCVC Visitors' Center became the first in the state to be named a bronze-level Louisiana Certified Habitat through the Louisiana Native Plant Society.

Mr. Berthelot reported Festival Acadiens et Créoles was successful and well attended.

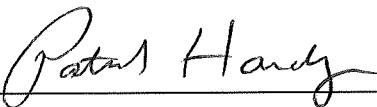
Mr. Berthelot reported that the installation of monitors to welcome visitors at Lafayette Regional Airport is complete.

Mr. Berthelot reported that the Visitor Enterprise Grant Award recipients were recognized during the October membership luncheon.

***NEW BUSINESS***

President & CEO Berthelot presented the proposed 2023 LCVC Budget to the board for approval. Commissioner O'Meara motioned to approve the 2023 LCVC Budget. Commissioner Doré seconded the motion. There was no public comment. Motion carried.

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



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Patrick Hardy  
Chair



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Benjamin J. Berthelot  
President & CEO