

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD SEPTEMBER 15, 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: John O'Meara, Chair, Amos Batiste, Vice-Chair, Patrick Hardy, Treasurer, Nayan Patel, and Ricky Patel.

Commissioner Trahan was absent due to vacation.
Commissioner Doré was absent due to business.

CALL TO ORDER

Chair O'Meara called the meeting to order.

MINUTES FROM AUGUST 18, 2021

Commissioner R. Patel motioned to accept the **August 18, 2021** minutes as written. Treasurer Hardy seconded the motion. There was no public comment. Motion carried.

AUGUST 2021 FINANCIAL STATEMENT REPORTS

Treasurer Hardy presented the financial reports for the month of **August**. Vice-Chair Batiste motioned to approve the **August** financial reports as presented by Treasurer Hardy. The motioned was seconded by Commissioner R. Patel. There was no public comment. Motion carried.

NEW BUSINESS

Treasurer Hardy motioned to authorize Benjamin Berthelot, President & CEO, to sign on behalf of the Lafayette Convention & Visitors Commission and by his signature, enter into any and all contractual obligations, including matters pertaining to Act 119, including but not limited to the Lafayette Convention & Visitors Commission's cooperative endeavor agreement. The motion was seconded by N. Patel. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

COMMUNICATION DEPARTMENT

Jesse Guidry, Vice-President of Communications, reported on LafayetteTravel website performance, blog traffic, social media, media and e-mail marketing metrics.

Mr. Guidry also reported on media buys and the latest information from the EatLafayette campaign.

TOURISM & VISITORS DEPARTMENT

Eugenie Mitchell, Vice-President of Tourism Sales, reported that 3 groups were booked in the month of **August** that included RH Factor, Christian/Burke Tours and GetaRoom.

Ms. Mitchell reported that Irene Hodge participated in the virtual Student Youth Travel Association Annual Conference and had 13 virtual appointments, 11 that requested information and 7 prospects.

Ms. Mitchell also reported that 610 people entered the Visitor Center in the month of **August**.

CONVENTION DEPARTMENT

Jess Henry, Vice-President of Convention Sales, reported 3 leads were sent out in the month of **August** and 1 turned definite.

Ms. Henry reported that notable leads included the the Everything Embroidery Show (465 room nights/April 2022), Zydeco Hoop Fest (1230 room nights/June 2022) and Louisiana PEO Sisterhood (153 room nights/June 2023).

Ms. Henry reported that American All-Star Dance reconfirmed for 2022. She also reported that preparations are underway to host the Louisiana Municipal Association in July 2022.

SALES SUMMARY-MARKETING INITIATIVES

Mike Roebuck, Chief Sales Officer, reported that the sales department is continuing to approach abandoned tour group accounts to search for business.

Mr. Roebuck reported that Eugenie Mitchell and Ben Berthelot would be attending the upcoming IPW marketplace, and the sales department is registered to attend the National Tour Association travel exchange.

Mr. Roebuck reported on outreach from the Convention Department making bi-weekly calls to Baton Rouge, and sales prospecting for displaced Hurricane Ida business.

Mr. Roebuck reported on convention and sports targets including LHSAA Select Championships (football, basketball and softball), HOGS, South Central Shrine Association, 3 v 3 Soccer, NJCAA Beach Volleyball, Varsity Spirit Clinic, Sugar Bert and USA Olympic Beach Volleyball.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported 2 new members and 5 renewals for a total of \$1,050 in membership revenue for **August** and \$19,050 for year-to-date and 409 members.

Ms. French reported the September LCVC Membership luncheon was held at the DoubleTree by Hilton on September 8 with 66 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that the Visitor Enterprise Grant applicants have been notified, and checks for 75% of funding have been mailed. He commented that \$570,000 in total was requested by applicants for the \$200,000 that was available.

Mr. Berthelot reported that the Convention Department has been canvassing hotels daily post-Hurricane Ida. He reported that LCVC partnered with LCG, LEDA, One Acadiana and Downtown Lafayette to re-launch the Hospitality Hub.

Mr. Berthelot reported that LCVC participated in the pop-up resource center convened by Acadiana Organizations Active in Disasters (AVOAD) on September 11.

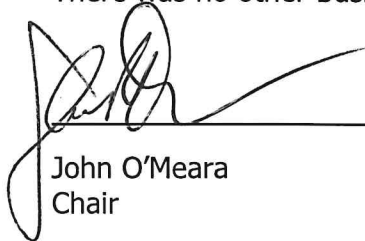
Mr. Berthelot reported that he met with Joan Oliva to discuss possible partnerships with the Louisiana Krewe soccer team, who is aiming to get into the United Soccer Professional League.

Mr. Berthelot reported that LCVC is eligible for approximately \$568,000 in phase I state funding from the American Rescue Program based on lost revenue from 2019-2020.

Mr. Berthelot reported that he gave a two-day tour of the city to Berkely Young with Destination Next and that a database has been created for an initial survey, which will be sent out in a couple of weeks. He reported that One Acadiana will also be launching a Mason-Dixon Quality of Life Survey.

Mr. Berthelot reported that he met with Stacey Romero and David Landry with the Broussard Chamber of Commerce to discuss a new "Beausoleil" Festival they want to launch next year in Broussard.

There was no other business. Chair O'Meara adjourned the meeting.



John O'Meara
Chair



Benjamin J. Berthelot
President & CEO