

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD MAY 15, 2019

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met in the Lafayette Convention & Visitors Commission boardroom, 1400 NW Evangeline Thruway, Lafayette, LA at 3:15pm.

In attendance were the board of Commissioners as follows: Summer Hvasta, Chair, Matt Roth, Vice-Chair, John O'Meara, Treasurer, Brenda Trahan and Jimmy Thackston.

Commissioners Roth, Schilling, Malbreaux and Williams were absent due to prior commitments.

CALL TO ORDER

Chair Hvasta called the meeting to order.

MINUTES FROM APRIL 24, 2019

Treasurer O'Meara motioned to accept the **April 2019** minutes as written. The motion was seconded by Commissioner Trahan. There was no public comment. Motion carried.

APRIL FINANCIAL STATEMENT REPORT

Treasurer O'Meara presented the **April 2019** financial statement reports to Commissioners. Commissioner Thackston motioned to approve the **April** financial report as presented by Treasurer O'Meara. The motion was seconded by Vice-Chair Roth. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOURISM AND CONVENTION DEPARTMENT REPORTS

Eugenie Mitchell, Vice-President of Tourism Sales, was absent due to a prior commitment. Mike Roebuck, Chief Sales Officer, presented the Tourism Department report on her behalf.

Mr. Roebuck reported that LCVC hosted several familiarization tours in the month of **April** including Brand USA, CRD International and the tour for National Tourism Week. Mr. Roebuck reported that Ms. Mitchell attended the North American Journeys Receptive Tour Operators East marketplace and met with 20 wholesalers and receptive tour operators. Mr. Roebuck reported that Kaylie LeBlanc worked with approximately 20 groups hosting familiarization tours and working on itineraries. He also reported on upcoming tourism marketing opportunities including the Stjernegaard Rejser; Sweet Magnolia Tours, Diamir & TUI Germany and Gastaldi USA familiarization tours, International Pow Wow and the Travel South China Sales Mission.

Mr. Roebuck reported that volunteers worked a total of 248 hours in the month of **April**.

CONVENTION DEPARTMENT

Mr. Roebuck reported that 21 leads were sent to area hotels in the month of **April**, with 4 definite, 24 assists, 2 outside definite and 13 tentative for an economic impact of \$4.9 million and a year to date total of \$21.1 million economic impact.

Mr. Roebuck reported the notable leads sent out for 2020 included National Collegiate Powerlifting, (1,900 room nights), Louisiana Association Student Assistance, (235 room nights), Gulf Coast Association Geological Societies (500 room nights), Association Leadership Programs (150 room nights) and Louisiana Elks Association (500 room nights).

COMMUNICATIONS DEPARTMENT

Jesse Guidry, Vice-President of Communications, was absent due to hosting a group from TBEX (Travel Bloggers Exchange) for a potential convention in 2021. President & CEO Ben Berthelot presented the Communications Department report on his behalf. Mr. Berthelot reported that 6 print ads were placed in the month of **April** with 51 ongoing active digital ads. Mr. Berthelot reported the metrics from www.LafayetteTravel.com, according to Simpleview, and noted there were 84,871 site sessions in the month of **April**.

MEMBERSHIP DEPARTMENT

Sadie French, Controller, reported that LCVC had 1 new member and 39 renewals in the month of **April** with 420 members.

Ms. French reported that the **May** Membership luncheon was held on May 9 at Warehouse 535, with approximately 92 in attendance.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that Lt. Governor Nungesser announced a 7th straight record-breaking year for visitation to Louisiana at the membership luncheon.

Mr. Berthelot reported that he is continuing to monitor the legislative session in Baton Rouge and HB 339 regarding short-term rentals.

Mr. Berthelot reported that the funds for the Visitor Enterprise Grant were received and the grant applications were sent out.

Mr. Berthelot reported that demo work continues on the Evangeline Galleries Building and the construction company is scheduled to finish at the end of July.

Mr. Berthelot reported that LCVC helped the Lt. Governor with his legislative reception at the Pentagon Barracks with desserts from a donation by TABASCO and that Kaylie LeBlanc represented LCVC.

Mr. Berthelot reported that plans are moving along for the second SOLO Songwriters Festival.

Mr. Berthelot reported that Festival International was a tremendous success according to hotel occupancy numbers.

Mr. Berthelot reported that McGee's Swamp Tours set a record with 674 visitors taking swamp tours on April 26, the Friday of Festival International.

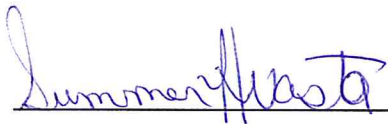
Mr. Berthelot reported that Forbes Magazine featured Lafayette in an article entitled "Best Places to Retire".

Mr. Berthelot reported that tickets are on sale for the Taste of Eat Lafayette kick-off and Louisiana Seafood Cook-off on June 18 at the Convention Center.

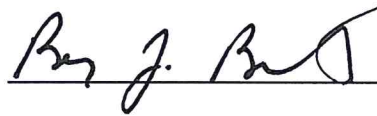
Mr. Berthelot reported that he and Kaylie LeBlanc attended a meeting coordinated by the office of Culture, Recreation and Tourism regarding a Civil Rights Trail.

Mr. Berthelot reported that the Director of Sales (DOS) quarterly meeting was held on May 14 and was a very productive meeting.

There was no other business. Commissioner Trahan motioned to adjourn. The motion was seconded by Treasurer O'Meara. There was no public comment. Chair Hvasta adjourned the meeting.



Summer Hvasta
Chair



Benjamin J. Berthelot
President & CEO