

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JULY 28, 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, Jimmy Thackston, Jim Doré, Nayan Patel and Ricky Patel.

Commissioner Hardy was absent due to illness.
Commissioner Batiste was absent due to vacation.
Commissioner Trahan was absent due to other business.

GUEST: Pam Deville, Director, Cajundome Convention Center

CALL TO ORDER

Chair O'Meara called the meeting to order.

GUEST PAM DEVILLE

Chair O'Meara introduced Pam Deville, Director of the Cajundome Convention Center, to discuss a partnership with LCVC in order to increase bookings and conventions at the Cajundome. Ms. Deville discussed strategic planning for the \$7.1 million relief fund that was received from the Shuttered Venues Operators Grants program from the federal government.

Ms. Deville also clarified the operating procedures and how the Cajundome is governed.

MINUTES FROM JUNE 16, 2021

Commissioner R. Patel motioned to accept the June 16, 2021, minutes as written. Commissioner N. Patel seconded the motion. There was no public comment. Motion carried.

JUNE 2021 FINANCIAL STATEMENT REPORTS

Chair O'Meara presented the financial report for the month of **June**. Commissioner Thackston motioned to approve the **June** financial reports as presented by Chair O'Meara. The motioned was seconded by Commissioner R. Patel. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

The board decided to dispense of the oral departmental reports in order to keep the meeting on schedule and have time to discuss new business.

PRESIDENT & CEO'S REPORT

Mr. Berthelot reported that 39 Visitor Enterprise Grant Funding applications were received for a total of nearly \$570,450 in requests.

Mr. Berthelot reported that the EatLafayette campaign is underway and that the kickoff event and Louisiana Seafood Cookoff went well.

Mr. Berthelot reported that he attended a meeting that Mayor-President Guillory hosted with the Lt. Governor, Parks, Arts and Culture Manager Hollis Conway and others to discuss opportunities for Bike Path funding.

Mr. Berthelot reported that he attended the One Acadiana Vibrant Community Summit featuring Quint Studer who has done amazing work in revitalizing downtown Pensacola, among other industries.

Mr. Berthelot reported that LCVC has partnered with ESPN Radio in Houston on a summer package promotion that runs through August.

Mr. Berthelot reported that the Louisiana Travel Association Sales and Marketing Symposium that was held in late June went well, and he remains on the Executive Committee as past chair until January 2022.

Mr. Berthelot reported that plans are underway for the privately funded Bienvenue a Lafayette Suite at the Washington, DC Mardi Gras.

Mr. Berthelot reported that the NIL Agreement with UL Senior Quarterback and Team Captain Levi Lewis has been signed.

Mr. Berthelot reported that that he will begin the process of securing nominations from the Louisiana Retailers Association as Buddy Schilling has resigned from his position on the LCVC board.

Mr. Berthelot reported that he attended a meeting with Mayor-President Guillory, Gregg Gothreaux and Dr. Savoie regarding the UL commons project, and RFP for the full-service hotel component.

Mr. Berthelot reported that he is finalizing meeting dates for Berkely Young, facilitator of the Destination NEXT strategic planning process, to coincide with the August board meeting.

Mr. Berthelot reported that Cliff Guidry, the developer of the proposed high-rise buildings downtown, requested a meeting to discuss a possible hotel component.

NEW BUSINESS

Mr. Berthelot requested that the 2022 LCVC Budget presentation be moved from September to October and budget adoption be moved from October to November. Commissioner Thackston motioned to move the 2022 LCVC Budget presentation from September to October and the LCVC Budget adoption from October to November. The motion was seconded by Commissioner Doré. There was no public comment. Motion carried.

Commissioner Thackston motioned to add to the agenda a change to current LCVC Bylaws to annually present the LCVC Budget in October and adoption of LCVC Budget in November. Commissioner Doré seconded the motion. There was no public comment. Motion carried unanimously.

Commissioner R. Patel motioned to formally change the LCVC Bylaws to read that the LCVC Budget presentation take place in October and the LCVC Budget adoption take place in November. The motion was seconded by Commissioner Thackston. There was no public comment. Motion carried.

A discussion was led by R. Patel concerning current laws concerning current COVID related practices for hotels. Mr. Berthelot agreed to speak with the Louisiana Travel Association and the Lt. Governor regarding the topic as it relates to hotels.

A discussion was led by Commissioner Doré regarding the status and future plans for the Heymann Performing Arts Center and the Frem F. Boustany Center.

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

John O'Meara
Chair

Benjamin J. Berthelot
President & CEO