

**Summary of the proceedings of the Regular Meeting of the Board of Directors of the Lake Charles/ Southwest Louisiana Convention & Visitors Bureau, the State of Louisiana, taken at a regular meeting held October 17, 2019, at the bureau, 1205 N. Lakeshore Dr., Lake Charles, LA, at 10:00 a.m.**

In attendance was the Board of Directors as follows:

Evette Gradney  
Jonathan Ringo  
Edwina Medearis  
Lauren Cooper  
Mark Lavergne  
Alan Trantina  
Willie Mount  
Kane Mitchell

Absent: Oliver “Rick” Richard, Rob King, and Nick Zaver

Also present was Kyle Edmiston, president/CEO and Jay Salyers, SVP Miles Partnership, and members of the Miles Partnership team.

Approved the agenda for the October 17, 2019 meeting as presented.

Approved the minutes from the September 19, 2019 meeting as written.

Approved the September 2019 financial report as submitted.

Approved a Project Enhancement Grant for the Lake Charles High School Historical Marker.

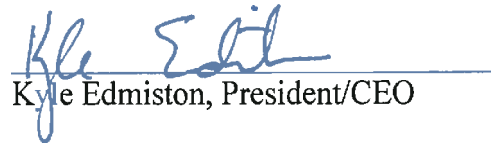
Approved the grant applications for the Meeting and Incentive Program.

Jay Salyers revealed the new brand concept for Southwest LA. Miles Partnership conducted an extensive and detailed research study to determine the brand essence of the area. They interviewed stakeholders and explored the destination. The team also conducted online surveys to learn more about what visitors and residents think about Southwest Louisiana. Additionally, they worked with Downs & St. Germain Research Firm to perform focus groups in Houston and Dallas to hear directly from consumers about their perceptions and experiences. There is an intriguing juxtaposition that exists to create the identity of Lake Charles as a destination. It’s what makes Lake Charles stand out among it’s competitive set. Hence – “Louisiana’s Playground,” the new tagline for Visit Lake Charles.

Approved the department reports from the tourist information, advertising, readers’ response, film and travel media, convention sales, tour & travel, services, and itineraries as written.

There being no additional business, the meeting was adjourned.

  
Evette Gradney, Vice-Chairman

  
Kyle Edmiston, President/CEO