



LOUISIANA  
TRAVEL  
ASSOCIATION

## Minutes

**Meeting:** LTA Board of Director's Meeting, Friday, January 20, 2023 / 8:30 A.M.

Higgins Hotel & Conference Center (1000 Magazine St, New Orleans, LA 70130)

**Call in #:** (225)755-9481

### Present

Alana Cooper

Ralph Ney

Donna O'Daniels

Nelson Gumm

Kyle Edmiston

Carla Tate

Sondra Corbitt

Jeremy Cooker

Stephen Watson

Joanna Folse-Alexander

Morgan Moss

John Grubb

Jill Kidder

Chris Landry

Adrienne Breaux

Mike Buckley

Ricky Patel

Kevin Dolliole

Walt Leger

Ben Berthelot

Aaron Dirks

Adrienne Hennis

Stephen Hightower

Ralph Calhoun

Jay Ducote

Stacy Brown

Cody Gray

Jay Sharplin

Vito Zuppardo

### Present Ex Officio:

Rebecca Blankenbaker

### Absent

Jady Regard

Scott Ballard

### LTA Staff

Kim Dodd Boasso

Laine Garner

Charlotte Hawkins

Josie Evans

Emmie Fuson

### LOT

Lt. Governor Billy  
Nungesser

Lynne Coxwell

Donald Chube Jr.

Jeff Harlan

### Sponsor: (Madden Media)

Dannah Heye

Karen Conner

**I. Call to Order**

- a. Alana called the meeting to order and thanked everyone for attending.

**II. Introduction of Sponsor: Madden Media**

- a. Alana thanked Madden Media for sponsoring the Board Meeting and opened the floor for Dannah to present.
- b. Alana thanked Walt and New Orleans & Co for hosting Annual Meeting.
- c. Walt extended gratitude towards LTA for visiting New Orleans.

**III. Roll Call**

- a. Nelson called the role and confirmed a quorum.

**IV. Financial**

- a. Donna asked Ralph to present the November 2022 financials.
  - Total Assets: \$981,631.02
  - Total Accounts Payable: \$329,839.11
  - Total liabilities: \$398,488.27
  - Total Equity: \$538,142.75

**ACTION #1: Kyle Edmiston** moved to accept the November 2022 financials. **Kevin Dolliole** seconded the motion. No discussion. Motion carried.

- b. IRS Tax Refunds
  - Donna asked Kim to present the IRS Tax Refunds.
  - Kim reviewed the IRS Tax Refunds.
  - Kim mentioned that LTA's employee retention refund check came in last month for **\$29,757.44**, but the actual amount should have been **\$33,861.00**. Kim asked LTA Staff to deposit the check while Postlethwaite and Netterville (P&N) is working with the IRS for an explanation of the difference.
  - The Board agreed not to deposit.
- c. Convenience Fees
  - Kim mentioned that we are at \$10,000 in convenience fees.
  - Kim shared that 4% is the average for convenience fees.

**ACTION #2: Ben Berthelot** moved to accept that we discuss a 4% convenience fees for credit card transactions through LTA. **Kyle Edmiston** seconded the motion. No discussion. Motion carried.

**ACTION #3: Ben Berthelot** moved for LTA to adopt a 4% convenience fee on credit card transactions with LTA. **Kyle Edmiston** seconded the motion. No discussion. Motion carried.

**V. Chair's Report**

- a. Introduction of New Board Members
  - Alana asked if everyone would go around the room and introduce themselves.
- b. Acknowledgement of Members Completing Terms of Board Service
  - Alana acknowledged John Crook & Dickie Brennan for their service.
- c. Review/Approval of Bylaw Changes

- Alana mentioned that she requested the change to this bylaw regarding the Summit Committee.
- Kyle added that he would like to make an amendment to the Board to specify that anywhere throughout the bylaws that Chairman is mentioned, to replace with Chair

**ACTION #4: Jeremy Cooker** moved to amend Article VII, Section 2, to change Summit to Events/Education and begin the sentence “The Events/Education Committee assists staff with the planning of Travel Summits, Annual Meeting, Education Events, and any additional assignments by the Chair of the Louisiana Travel Association. This committee meets as needed throughout the year. **Kyle Edmiston** moved to replace “chairman” to “chair throughout LTA Bylaws. **Ralph Calhoun** seconded the motions. No discussion. Motions carried.

d. Committee Assignments

- Advocacy Chair: Walt Leger
- Development Chair: Chris Landry
- Executive Committee Chair: Alana Cooper
- Finance Chair: Donna O’Daniels
- Governance: Kyle Edmiston
- Marketing Chair: Sheila Snow
- Events & Education: Jill Kidder
- DEI Chair: Timothy Bush
- Alana encouraged those on the Board to serve on committees. Alana mentioned to submit requests for assignments by February 3<sup>rd</sup> to [acooper@monroe-westmonroe.org](mailto:acooper@monroe-westmonroe.org) or [Emmie@louisianatravelassociation.org](mailto:Emmie@louisianatravelassociation.org)

e. LTA Reserve Investment Strategy

- Kim mentioned that the LTA Reserve Investment Strategy needs to be reviewed annually.
- Jill mentioned that LTA’s Investment Company is LPL Financial.
- Alana mentioned that she suggested the Finance Committee will review this.

**VI. Update from Louisiana Office of Tourism**

- Lt. Governor Billy Nungesser shared that the Rose Parade was very successful.
- Carla Tate expressed gratitude towards the Lt. Governor and his staff for their work in Pasadena.
- Lynne Coxwell shared that LOT conducted its 3<sup>rd</sup> study on the impact of the film and television industry in Louisiana for 2022.
- Lynne mentioned that in terms of specific depictions of the state in TV & films, visitation of cuisines, historical sites, scenery, and iconic landmarks are influenced the most.
- Lynne shared that Louisiana travelers were directly influenced by Louisiana TV shows and film are attributing up to \$1.16 billion in annual tourism revenue to Louisiana productions.
- 84% of travelers are more likely to visit the more productions they have seen and can place in Louisiana.
- Lynne reminded that LOT will be beginning regional meetings to discuss grant opportunities through DCRT.

**VII. LTA Staff Update**

- a. Alana welcomed Kim Dodd Boasso as our new President & CEO.
- b. Contracts
  - i. Kim shared that LTA contracts out with LACVB & TravelPAC as staffing.

**ACTION #5: Walt Leger** moved to allow the CEO/President to enter into staffing agreements with LACVB and TravelPAC. **Kevin Dolliole** seconded the motion. No discussion. Motion carried.

- ii. Kim presented the resolution regarding the Lt. Governor and with the Louisiana Office of Tourism and Seafood Promotion and Marketing Board.

**ACTION #6: Kyle Edmiston** moved to accept the resolution with the Lt. Governor, Louisiana Office of Tourism & Seafood Promotion & Marketing Board to be effective January 1, 2023. **Walt Leger** seconded the resolution. No discussion. Motion carried.

- c. LTA Administrative Updates
  - i. Strategic Plan Update
    - Kim introduced Charlotte Hawkins as LTA's new Finance & HR Director.
    - Kim shared that she has contracted legal support for the association.
    - Walt requested that LTA speaks to Secretary Wilson regarding the train between Baton Rouge & New Orleans.
    - Walt also requested that LTA speak to Kevin Dolliole at MSY.
    - Jill requested that we address workforce shortages statewide.
    - Kyle mentioned that Governor John Bel Edwards will be in Lake Charles on February 28<sup>th</sup> for the SOWELA Gaming, Hospitality and Culinary Center Grand Opening and Ribbon Cutting at 10 am.
  - ii. LTA Staff Organizational Chart
    - Kim mentioned that the VP of Communications, Marketing, & Advocacy's position is vacant.
  - iii. Charlotte Hawkins, Director of Finance & Human Resources
    - Charlotte presented the 2023 Budget Update.
  - iv. Vice President of Communications, Marketing & Advocacy Vacancy
  - v. Kim shared the LTA 2023 At a Glance.
- d. Kim shared information about the 2023 Regular Session of LALEG.
- e. Kim reminded that Tourism Day at the Capitol will be May 31<sup>st</sup>.
- f. Laine shared a 2023 Membership Update.
  - 916 members
  - 30 investor partners
  - Laine shared that she is excited that there are 33 members of the LTLA 2023 Class.
- g. Kim reminded that CEO/Senior Leadership Forum is 3/21-3/23 in Baton Rouge and encouraged everyone to attend.
- h. Emmie shared that Culinary Trails 2023 will be in Dallas on the week of 10/23-10/27.

## **VIII. Announcements**

- a. Alana reminded that the next meeting will be on March 23, 2023, at CEO / Senior Leadership Forum.

## **IX. Adjourn Meeting**

**ACTION #7: Jill Kidder** moved to adjourn the meeting. **Ben Berthelot** seconded the motion. No discussion. Meeting adjourned.

### **ACTION ITEMS**

**ACTION #1: Kyle Edmiston** moved to accept the November 2022 financials. **Kevin Dolliole** seconded the motion. No discussion. Motion carried.

**ACTION #2: Ben Berthelot** moved to accept that we discuss a 4% convenience fees for credit card transactions through LTA. **Kyle Edmiston** seconded the motion. No discussion. Motion carried.

**ACTION #3: Ben Berthelot** moved for LTA to adopt a 4% convenience fee on credit card transactions with LTA. **Kyle Edmiston** seconded the motion. No discussion. Motion carried.

**ACTION #4: Jeremy Cooker** moved to amend Article VII, Section 2, to change Summit to Events/Education and begin the sentence “The Events/Education Committee assists staff with the planning of Travel Summits, Annual Meeting, Education Events, and any additional assignments by the Chair of the Louisiana Travel Association. This committee meets as needed throughout the year. **Kyle Edmiston** moved to replace “chairman” to “chair throughout LTA Bylaws. **Ralph Calhoun** seconded the motions. No discussion. Motions carried.

**ACTION #5: Walt Leger** moved to allow the CEO/President to enter into staffing agreements with LACVB and TravelPAC. **Kevin Dolliole** seconded the motion. No discussion. Motion carried.

**ACTION #6: Kyle Edmiston** moved to accept the resolution with the Lt. Governor, Louisiana Office of Tourism & Seafood Promotion & Marketing Board to be effective January 1, 2023. **Walt Leger** seconded the resolution. No discussion. Motion carried.

**ACTION #7: Jill Kidder** moved to adjourn the meeting. **Ben Berthelot** seconded the motion. No discussion. Meeting adjourned.