



Minutes

Meeting: LTA Board of Director's Meeting, December 6, 2022 / 1:00 P.M., *Conti/Laffite Room*,
Roosevelt Hotel (130 Roosevelt Way, New Orleans, LA 70112)

Call in #: (225)755-9481

Present

Stephen Watson

Kyle Edmiston

Alana Cooper

Absent

Ralph Ney

Ben Berthelot

Donna O'Daniels

Jady Regard

Dickie Brennan

Joanna Folse- Alexander

Aaron Dirks

John Crook

Carla Tate

Kevin Dolliole

Cody Gray

Morgan Moss

Chris Landry

Nimesh Zaver

Jay Sharplin

Jill Kidder

Jeremy Cooker

Rebecca Blankenbaker

Mike Buckley

Doug Bourgeois

Nelson Gumm

Ralph Calhoun

LTA Staff

Sondra Corbitt

Laine Garner

Stacy Brown

Laura Cating

Walt Leger

Emmie Fuson

I. Call to Order

A. Kyle called the meeting to order and thanked everyone for attending.

II. Roll Call

A. Donna was unable to attend the meeting.

B. Alana called the role and confirmed a quorum.

III. Announcements

- A. Kyle thanked the Sponsor of the meeting, Zartico. Kyle noted that Zartico is unable to attend due to a prior obligation. Kyle had Emmie play the video Zartico provided.
- B. Kyle thanked the Host, New Orleans & Company
 - a. Kyle mentioned gratitude towards the Roosevelt Hotel
 - b. Jeremy said that they are thrilled to have the LTA & LACVB Board in New Orleans and for anyone to let him know if they needed anything.
 - c. Jeremy mentioned that Aaron Dirk's transportation company has been incredible to partner with.

IV. Approval of Minutes

- A. Kyle reviewed the September 2022 Minutes.

ACTION ITEM #1: Jeremy Cooker moved to accept the September 2022 Minutes. **Cody Gray** seconded the motion. No discussion. Motion carried.

V. Financial Report

- A. Kyle called on Ralph to present the financial report via the phone.
 - a. Ralph reviewed the October 2022 Financials
 - Total Bank Accounts: \$650,593.11
 - Total Accounts Receivable: \$276,721.02
 - Total Current Assets: \$935,640.74
 - Total Assets: \$943,654.35
 - Total Accounts Payable: \$244,049.91
 - Total Liabilities: \$337,126.40
 - Total Equity: \$606,527.95

ACTION ITEM #2: Sondra Corbitt moved to accept the October 2022 financials. **Carla Tate** seconded the motion. No discussion. Motion carried.

- b. Ralph reviewed the 2023 Budget
 - Total Income: 2,979,279
 - Total Expense: \$1,126,614
 - Net Operating Income: \$1,681
 - Net Income: \$25,981
 - Ralph noted that there may be some revisions to be made upon the arrival of the incoming CEO.

ACTION ITEM #3: Alana Cooper moved to accept the 2023 Budget. **Ralph Calhoun** seconded the motion. No discussion. Motion carried.

- c. Ralph reviewed the 2021 LTA Audit
 - The audit was done by Postlethwaite & Netterville.
 - Based on the audit's review, they had no recommendations to be made.

ACTION ITEM #4: Sondra Corbitt moved to accept the 2021 LTA Audit. **Nelson Gumm** seconded the motion. No discussion. Motion carried.

- d. Ralph reviewed the LTA Banking Resolution
 - Laura mentioned that Charlotte Hawkins is an administrator on the account as well.

ACTION #5: Cody Gray moved to accept the LTA Banking Resolution. **Carla Tate** seconded the motion. No discussion. Motion carried.

- e. Ralph reviewed the LTA 2021 Tax Return.

ACTION #6: Stephen Watson moved to accept the LTA 2021 Tax Return. **Jeremy Cooker** seconded the motion. No discussion. Motion carried.

VI. Chairman Report

A. Kyle gave a Chairman's Report.

a. Kyle presented the Strategic Plan Summary Document

- Laura noted that Jen Gray O'Connor with the Corragio Group is on the line as well to answer questions.
- Kyle gave a summary of the 2022-2026 LTA Strategic Plan.
- Kyle shared that new vision for LTA will be "The Louisiana Travel Association unifies a travel industry that drives significant economic impact and invites visitors to experience Louisiana's authentic culture, history, natural beauty, unique experiences, limitless possibilities, and spirit of innovation that welcomes the world to fully live life!"

ACTION #6: Carla Tate moved to accept the Strategic Plan Summary Document. Aaron Dirks seconded the motion. No discussion. Motion carried.

b. Kyle presented the Slate of Officers and Directors

- Kyle thanked Dickie for chairing the nominating committee.
- Kyle thanked Nelson Gumm for his willingness to serve as LTA Secretary in the following year.
- Kyle noted the additions to the Board are Stephen Hightower, Ricky Patel, Adrienne Breaux, John Grubb, Jay Ducote, and Scott Ballard.

ACTION #7: Aaron Dirks moved to accept the Slate of Officers and Directors. Sondra Corbitt seconded the motion. No discussion. Motion carried.

VII. LTA Staff Report

a. Laine extended gratitude towards the LTA Membership.

- Laine shared that we are at 90% membership renewals
- Laine mentioned that our membership rates have gone up 3% as a cost of living increase effective January 1, 2023.
- Laine shared that we have 23 new members for LTA in 2023.

b. Laura shared a Culinary Trails recap

- Laura shared that Culinary Trails was in Charlotte this year.
- Laura noted that this was the most diverse group of chefs to participate in the program.
- Laura shared the paid media recap put together by the Rachel Sutherland team.
- 4.3 Impressions for paid and free calendar listings
- Laura mentioned a new type of guerilla marketing, clean graffiti.
- Laura mentioned that the reach for paid social media was 15.5k.
- Laura shared that LCT is currently in a retargeting campaign in partnership with Compass Media.
- 8.7 million total media impressions
- 1 print spot
- 6 tv spots
- 1 radio spot
- 22 total media hits
- Laura shared that LCT provided partners with a social media toolkit.
- 1.6 million Instagram impressions from influencer media
- 15,258 unique website visitors
- LCT had four events: Welcome reception, preview night, restaurant night, and an after party.
- 158 attendees to the preview night
- 2,518 cover/tickets sold for LCT restaurant night

- 15.5 million estimated total campaign impressions
- Jeremy congratulated Laura and the LCT team on the growth of the LCT campaign.
- Laura shared that Culinary Trails in 2023 will be in Dallas.
- c. Laura reminded about Annual Meeting will be on January 19-20 in New Orleans at the Higgins Hotel.
 - Laura reminded that the Higgins Hotel is attached to the WWII museum.
 - Stephen shared that Expressions of America is a nighttime outdoor sound and light show.

VIII. Unfinished Business / New Business

- a. Laura shared that she had accepted a position as the Senior Vice President of Communications and Marketing at Visit Baton Rouge.
- b. Kyle shared gratitude towards Laura Cating and her work at LTA.
- c. Incoming CEO, Kim Dodd Boasso, shared a LTA Staff Personnel Update
 - Kim shared that she is here in her off time and does not officially begin until January 1, 2023.
 - Kim mentioned that Charlotte Hawkins is now LTA's Director of Finance & Human Resources.
- d. Kyle shared the next meeting will be January 20, 2022 in New Orleans @ Annual Meeting.

IX. Adjourn Board Meeting

ACTION #8: Cody Gray moved to adjourn the meeting. **Sondra Corbitt** seconded the motion. No discussion. Meeting adjourned.

ACTION ITEMS:

ACTION ITEM #1: Jeremy Cooker moved to accept the September 2022 Minutes. **Cody Gray** seconded the motion. No discussion. Motion carried.

ACTION ITEM #2: Sondra Corbitt moved to accept the October 2022 financials. **Carla Tate** seconded the motion. No discussion. Motion carried.

ACTION ITEM #3: Alana Cooper moved to accept the 2023 Budget. **Ralph Calhoun** seconded the motion. No discussion. Motion carried.

ACTION ITEM #4: Sondra Corbitt moved to accept the 2021 LTA Audit. **Nelson Gumm** seconded the motion. No discussion. Motion carried.

ACTION #5: Cody Gray moved to accept the LTA Banking Resolution. **Carla Tate** seconded the motion. No discussion. Motion carried.

ACTION #6: Carla Tate moved to accept the Strategic Plan Summary Document. **Aaron Dirks** seconded the motion. No discussion. Motion carried.

ACTION #7: Aaron Dirks moved to accept the Slate of Officers and Directors. **Sondra Corbitt** seconded the motion. No discussion. Motion carried.

ACTION #8: Cody Gray moved to adjourn the meeting. **Sondra Corbitt** seconded the motion. No discussion. Meeting adjourned.