

Louisiana Travel Association

Board of Directors Meeting

Cypress Bayou Casino | 832 Martin Luther King Dr. Charenton, LA 70523

Palmetto Board Room

January 29, 2020 | 1 p.m. – 2:30 p.m.

SPONSOR: Nelson Gumm, AJR Media

Present:

Janice Delerno Verges
Ben Berthelot
Kyle Edmiston
Alana Cooper
Arlene Gould
Denise Thevenot
Donna O’Daniels
Joanna Folse-Alexander
Jeremy Cooker
Marion Fox
Peggy Benoit
Ralph Ney
Timothy Bush
Morgan Moss
Jay Sharplin
Rebecca Blankenbaker

Absent:

Dickie Brennan
Travis Napper
Kevin Dolliole
Eric Hoffman
Jim Caldwell
John Crook
Lynette Tanner
Kevin Kelly

LOT Present:

Doug Bourgeois
Lynette Coxwell
Jennifer Knight
Jeff Harlan
Leanne Wile

Members on Phone:

Brandy Evans

LTA Staff:

Jill Kidder
Laura Cating
Laine Garner
Kathleen Rainey
Sammi Rushing

1. Call to Order/Announcements

- a. Chair Janice Delerno Verges called the meeting to order at 1:00 p.m. and thanked everyone for attending
- b. Vice Chair, Ben Berthelot (in absence of Secretary Dickie Brennan) called roll and a quorum was present.
- c. Janice recognized guests from LOT present
- d. Janice welcomed the new board members being installed January 30: Jay Sharplin, Rebecca Blankenbaker and Morgan Moss.
 - i. New board members shared a little about themselves.
- e. Janice called attention to the updated list of board terms in their packets.

2. Introduction of Sponsor | Nelson Gumm of AJR Media

- a. Janice thanked sponsor Nelson Gumm and stated that he was absent due to travel reasons, but would be present at dinner that night.
- b. Janice brought attention to AJR’s Marketing Plan, which was included in the packets.

3. Approval of Board Minutes

- a. Ben presented the minutes from December Board Meeting in Shreveport.

ACTION #1: Marion Fox moved to accept the minutes from the December LTA Board Meeting. Peggy Benoit seconded the motion. Motion Carried.

4. Financial Report

- a. Treasurer, Kyle Edmiston, presented the January 22, 2020 Finance Committee Minutes, found in packets.

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ACTION #2: Timothy Bush moved to accept the December Finance Committee meeting minutes. **Joanna Folse-Alexander** seconded the motion. All approved. Motion carried.

- b. Kyle Edmiston presented the Balance Sheet as of November 30, 2019, that showed the Total Current Assets \$412,316.21 which includes Checking/Savings \$286,729.82, Accounts Receivable \$98,941.63, Other Current Assets \$26,644.76 along with Fixed Assets \$425,295.79 bringing Total Assets to \$837,612.00. Total Current Liabilities \$206,821.51, which includes Accounts Payable \$96,674.08, Other Current Liabilities \$110,147.43, along with Total Equity \$630,790.49, which includes Retained Earnings \$612,273.65 and Net Income \$18,516.84 brought Total Liabilities & Equity to \$837,612.00.

The 2019 Profit & Loss Budget vs. Actual for January through November 30, 2019, showed Total Income \$2,404,638.59, which includes Administration Income \$84,967.20, LTA Membership Income \$222,151.92, Advocacy \$44,526.80, Education \$352,330.01, Print/Digital Income \$1,039,273.00 and Marketing Campaigns Income \$661,389.66, along with Total Cost of Goods Sold \$1,348,566.80, bringing the Gross Profit to \$1,056,071.79. Total Operating Expenses \$1,055,344.00 brought Net Ordinary Income \$727.79, with Total Other Income to \$41,086.06 and Total Other Expenses \$23,297.01, bringing the Net Other Income to \$17,789.05 and Total Net Income to \$18,516.84.

- i. Kyle thanked Kathleen for preparing the financials. He also commended the LTA staff for accurately managing their budgets.
- ii. Kyle mentioned that the budget is \$61,000 better than the budget
- iii. The board gave a round of applause for the outstanding 2019 financials.

ACTION #3: Peggy Benoit moved to accept the November 2019 financials. **Ben Berthelot** seconded the motion. All approve. Motion carried.

- c. Kyle called attention to the 2020 Resolutions of authority.
- d. He stated that the three resolutions are to allow Ben authority to the bank operating account, the authority for Ben to negotiate contracts with LOT and to sign loan documents for the Capital One Line of Credit.
 - i. Jill mentioned that those who were currently on the bank account would stay; they are only adding Ben.

ACTION #4: Kyle Edmiston moved to accept the 2020 LTA Resolutions of Authority. **Timothy Bush** seconded the motion. All approve. Motion carried.

5. President/CEO Report

- a. Janice called on Jill to give her President/CEO Report.
- b. Jill presented the 2020 LTA Vision, Mission and Goals in packets.
 - i. Jill mentioned that LTA's "vision" was not mentioned this year. LTA hired King Logan to help revamp and rewrite LTA's dated "vision" with the Strategic Planning Committee. However, the "mission" and "goals" are included, and "vision" will be added back once decided upon.
 - ii. LTA's promotion, education and advocacy are staying the same. All goals that are listed include the three pillars.
- c. Jill mentioned the 2019 highlights, which list LTA's goals that were met.
- d. Jill mentioned the LTA Advocacy Sponsorship Opportunities and Calendar.
 - i. She asked all members who were not Advocacy sponsors to please consider being one.

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- ii. She also encouraged members to visit www.louisianatravelpac.org to sign up for TravelPAC
 - i. TravelPAC is very important to LTA
 - e. Jill pointed out the Freshman Legislative Breakfast on March 19 and Tourism Day at the Capitol on April 23.
 - f. Jill called on Marion to give an advocacy report.
 - i. Marion implored members to join TravelPAC.
 - ii. Hotel definition bill
 - g. Being brought back by Rep. Stephen Dwight – we do not have a bill number as of yet
 - h. Rep. Dwight and Sen. Troy Carter will be honored at LTA’s Annual Meeting tomorrow as Legislative Travel Champions
 - i. Use the Advocacy Toolkit on <https://louisianatravelassociation.org/>
 - j. Please meet with your legislators – educate them; thank them; let them know Rep. Dwight needs **co-sponsors; and to contact him**
 - k. We anticipate continued push back from the business/industry community – due to workforce housing.
 - iii. LTA/LACVB’s most recent Legislative Alert was sent out last week. If you did not get the Alert please let Laura or Sammi know.
 - iv. Note the Session starts March 9 and ends June 1
 - v. March 18 is our Tourism Bill Review (during our Spring LTA/LACVB Meetings in Baton Rouge
 - vi. April 23 is Tourism Day at the Capitol
 - vii. LTA will be traveling to DC in April with US Travel and in June with STS. Let us know what you would like us to share with your Congressmen. We will be thanking them for the renewal of Brand USA!
 - l. Marion asked Kyle to give an update on the camp in Lake Charles. It’s broken down and is currently out of business. They’ve completed work at Cameron LNG. SWLA is still trying to settle a lawsuit. They’re going to start construction in the next 6-9 months.
 - m. Jill called on Laura to go over the 2020 Spring Meetings schedule in packets, which Laura outlined for the board.
 - n. Jill called on Laine to present the 2020 LTLA Alumni Retreat and point out educational opportunities. Laine outlined the LTLA Alumni Retreat and encouraged alumni to attend. There will be marketing classes and classes led by Darienne Mobley.
 - o. Jill called on Laine to present the Digital Visitor Center Program. Laine explained the DVC and asked the board to let her know of any questions they may have.
 - i. Goes LIVE in March
 - ii. All Visitor Center Distribution participants are invited to send their downloadable brochures to josie@louisianatravelassociation.org for them to be uploaded.
 - p. Jill shared By the Numbers: STR Report
- 6. Old Business**
- a. Janice called attention to the updated 2020 calendar of events in members’ packets.
- 7. New Business**
- a. Janice called on Sammi to present the LTA Board Meeting Registration Login instructions.
 - i. Members found cards with their login information that will now be used to RSVP for board meetings and dinners.

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- ii. Sammi also explained that LTA is going green, and January is the last meeting for which packets will be printed. Members may access packets via the DropBox Link sent out prior to meetings.
- b. **LOT Update:** Janice then recognized Doug Bourgeois and asked for an update from his team.
- c. Doug also introduced his guests and asked them to give updates on their departments.
 - i. Lynne Coxwell gave a “by the numbers” update from LOT.
 - i. The “State of Tourism” report will be available to LTA at the end of the first quarter
 - ii. Tourism jobs are up 2% over 2019/5% over 2016
 - iii. 3% growth in international visitation to Louisiana
 - iv. New Things in advertising:
 - a. Rebranding of the “Staycation” Program
 - b. Rebranding of “Louisiana Bon Temps”
 - ii. Leanne Wile gave a presentation on LOT’s new campaigns
 - i. She went over the various staycation ideas that can be found at louisianastaycation.com
 - ii. She gave a presentation of LOT’s Carnival Season campaigns, as well as their festival campaigns, touching on what the local CVBs have done to help LOT’s outreach.
- d. Janice called on King Logan to engage members in a Strategic Planning update.
 - i. Members gave their thoughts and comments about a new vision statement, which King will consolidate to present at the next Strategic Planning Meeting.
 - ii. The new vision will be presented for board approval at the June meeting.

8. **Adjournment**

- a. Janice asked if anyone had any questions and asked for a motion to adjourn.

ACTION #5: Timothy Bush moved to adjourn. Marion Fox seconded the motion. Motion carried.

ACTION ITEMS:

ACTION #1: Marion Fox moved to accept the minutes from the December LTA Board Meeting. Peggy Benoit seconded the motion. Motion Carried.

ACTION #2: Timothy Bush moved to accept the December Finance Committee meeting minutes. Joanna Folse-Alexander seconded the motion. All approved. Motion carried.

ACTION #3: Peggy Benoit moved to accept the October 2019 financials. Ben Berthelot seconded the motion. All approve. Motion carried.

ACTION #4: Kyle Edmiston moved to accept the 2020 LTA Budget. Timothy Bush seconded the motion. All approve. Motion carried.

ACTION #5: Timothy Bush moved to adjourn. Marion Fox seconded the motion. Motion carried.