



Minutes

Meeting: LTA Board of Director's Meeting, Thursday, February 3, 2022 / 10:00 AM
Alexandria Museum of Art, Main Gallery Room (933 2nd St, Alexandria, LA 71301)

Call in #: (225)755-9481

Present

Kyle Edmiston

Alana Cooper

Ralph Ney

Donna O'Daniels

Dickie Brennan

Carla Tate

Sondra Corbitt

Stacy Brown

Arlene Gould

Chris Landry

Jady Regard

Jay Sharplin

Joanna Folse-Alexander

Nelson Gumm

Stephen Watson

Rebecca Blankebaker

Jeremy Cooker

John Crook

Walt Leger

Paul Arrigo

Kevin Dolliole

Ralph Calhoun

Aaron Dirks

Cody Gray

Ben Berthelot

Absent

Morgan Moss

Nimesh Zaver

Mike Buckley

LTA Staff

Jill Kidder

Laine Garner

Laura Cating

Emmie Fuson

LOT

Jeff Harlan

Lynne Coxwell

Jennifer Berthlot

Sponsor

Sherry Smith-Ellington

- I. Call to Order
 - A. Kyle Edmiston, Chairman, called the meeting to order and thanked everyone for attending.

- I. Roll Call
 - A. Donna O’Daniels, Secretary, called the role and confirmed a quorum.

- II. Announcements
 - A. Kyle provided announcements.
 - B. Kyle shared gratitude towards the team at LTA for their continued work at Annual meeting.
 - C. Kyle shared that Lee Nugent, LTA’s Broker of the LPL investment account was present and willing to answer any of our questions.
 - D. Kyle provided recognition for Miles Partnership and the Alexandria/Pineville CVB.

- III. Approval of Minutes
 - A. Donna asked if everyone had a chance to review the minutes from December 2021 that were previously provided to the Board.

ACTION 1: Cody Gray made a motion to accept the December 2021 Minutes. Jady Regard seconded the motion. No discussion. Motion carried.

- IV. Financial Report
 - A. Ralph Ney, Treasurer, outlined the financial report from November 2021 as previously provided to the Board.
 - a. Ralph mentioned that we have November numbers because December 2021 (end of year – YE) has not been finalized yet.
 - b. Balance Sheet:
 - a. Total current assets: \$903,718
 - b. Total current liabilities: \$158,261
 - c. Total Liabilities & Net Assets: \$923,294
 - c. Statement of Activities (P&L)
 - a. Total Revenues, Gains & Other Support: \$2,654,102
 - b. Gross profit: \$1,139,392
 - c. Total Change in Net Assets: \$225,641 (Budget: **-\$4264**; \$229,905 over budget; and \$528,188 over November 2020)

ACTION 2: Sondra Corbitt made a motion to accept the November 2021 financials. Cody Gray seconded the motion. No discussion. Motion carried.

- V. Chairman’s Report
 - A. Kyle provided a Chairman’s Report.
 - a. Kyle noted that Ben Berthelot will be staying on the Board as a Chairman’s Circle Partner but moving out of his role as Past Chairman.
 - b. Kyle acknowledged Arlene Gould for completing her Board Service term.
 - c. Kyle introduced the new Board members. (Ralph Calhoun, Aaron Dirks, Cody Gray)
 - d. Kyle mentioned that Rebecca Blankenbaker has been asked to stay on another two years as the representative for state and federal public lands and parks.

- e. Kyle extended gratitude towards the now Immediate Past Chair, Dickie Brennan. Dickie was give a standing ovation.
- f. Kyle outlined the LTA LOT Board Resolution giving authority to Jill Kidder, Pres/CEO, to enter into agreements with the LOT.

ACTION 3: Stacy Brown made a motion to accept the LTA LOT Board Resolution on page 13 of the packet. Joanna Folse-Alexander seconded the motion. No discussion. Motion carried.

- g. Jeff Harlan provided an update from the Louisiana Office of Tourism.
 - i. Jeff shared the success regarding the Rose Parade and Macy's Thanksgiving Day Parade.
 - ii. Jennifer Berthelot shared that the Macy's Thanksgiving Day Parade is a three-year agreement.
 - iii. 150 second performance – 1.48 billion Reach, 5.06 billion total impressions, \$13.7 Million Media Value, 88.3 k social shares
 - iv. Jennifer Berthelot mentioned that the Rose Parade gave a 2.6 billion Reach, 6.1 Billion Impressions, and \$24.1 Million Media Value
 - v. Lynne Coxwell shared that occupancy has increased statewide year over year.
 - vi. Lynne mentioned that Louisiana usually has a lower occupancy in December.
 - vii. Short Term Lodging occupancy increased 28% over 2019.
 - viii. Jobs increased 0.3% over last month (November).
 - ix. Tourism jobs are still reduced 12.6% over December 2019.
 - x. Total gaming revenue increase by 4.1% over 2019.
 - xi. Louisiana's travel spending generates \$1.2 billion in December 2021.
 - xii. Jady Regard asked if the Rose Parade was a 3-year contract? It is a one year agreement with options for two additional years.
 - xiii. Jeff Harlan provided gratitude towards the Louisiana Office of Tourism Staff for their continued hard work.
 - xiv. Jeff Harlan provided a quick outline of what the Attractions Grant entailed. For more information, visit louisianatravel.com/industry.
 - xv. Kyle asked if there is an overarching plan regarding the Louisiana Tourism Revival Fund. Jeff outlined how the funds were being used.

VI. President/CEO Report

- A. Jill Kidder provided a Recap of 2021
 - a. Jill mentioned that we will end up in a very positive financial position for the year.
 - b. Jill extended gratitude towards the LTA Staff for their continued hard work in remaining mindful of every revenue stream and expense.
 - c. Jill shared that LTA's Advocacy efforts were very successful last year.
 - d. Jill shared that we started two new programs last year, Sales & Marketing Symposium and CEO Forum.
 - e. Jill mentioned that we created the Certified Travel Specialist program in conjunction with the Louisiana Office of Tourism.
 - f. Jill shared that we placed \$1.4 million in advertising on behalf of our members
- B. Jill presented the 2022 Vision, Mission, and Goals as outlined on pgs 14-15 in the packet.
- C. Jill provided an advocacy update

- a. Jill reminded that Tourism Day at the Capitol is on April 12, 2022.
- b. Alana mentioned that everyone should become a member of TravelPAC.
- D. Laine Garner provided a membership update
 - a. Laine said that they have added 33 new members this year thus far.
 - b. Laine mentioned that LTA Connections Event at the Troubador Hotel in New Orleans. Laine shared that there will 3 more Connections Events throughout the year.
 - c. LTLA has 25 new students for the 2022 year. Laine shared gratitude towards Compass Media for their continued sponsorship of LTLA.
 - d. Laine referenced the Attractions Package on pg 17 of the packet.
- E. Laura provided a communications/marketing update
 - a. Laura mentioned the success of Culinary Trails in Houston.
 - 12 chefs that represented all areas of Louisiana
 - Reach is over 250,000
 - Laura mentioned that Jay Ducote did a live show from the event in Houston.
 - Laura mentioned that the Houston Chronicle is planning on doing a follow up article that will be a food road trip thru Louisiana.
 - A full recap will be sent to each Culinary Trails participant in the coming weeks.
 - b. Laura outlined the CEO Forum on pg 18.
 - Laura extended gratitude towards Ralph for hosting us at the Baton Rouge Marriot.
 - March 8-9, 2022
 - The Chairman's Circle Dinner on March 7 will probably be at Restaurant 1796, Morgan Moss's restaurant at the Myrtles in St. Francisville.
 - c. Jady Regard shared his gratitude towards Laine Garner and Charlie Waltman for their work in the LTLA meeting. He stated it was a program that all board members should go through – no matter their age or experience.

VII. Unfinished Business/ New Business

- A. Jay Sharplin introduced Sherry Smith-Ellington at the Alexandria/Pineville CVB and Clifford J. Moeller from GAEDA. The board thanked them for their hospitality.
- B. Kyle mentioned that we will be doing bids for a new strategic plan this year.
- C. Kyle mentioned that he will be appointing Timothy Bush as the new Diversity, Inclusion, & Equity Chairman Taskforce.
- D. Kyle asked if there is any unfinished business to bring before the Board.
- E. Kyle reminded that the next meeting will be on March 9, 2022 at CEO/Senior Leadership Forum in Baton Rouge.

VIII. Adjourn Meeting

ACTION 4: Paul Arrigo made a motion to adjourn the meeting. Cody Gray seconded the motion. No discussion. Meeting adjourned.

ACTION ITEMS:

ACTION 1: Cody Gray made a motion to accept the December 2021 Minutes. Jady Regard seconded the motion. No discussion. Motion carried.

ACTION 2: Sondra Corbitt made a motion to accept the November 2021 financials. Cody Gray seconded the motion. No discussion. Motion carried.

ACTION 3: Stacy Brown made a motion to accept the LTA LOT Board Resolution on page 13 of the packet. Joanna Folse-Alexander seconded the motion. No discussion. Motion carried.

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