

Louisiana Travel Association

Board of Directors Meeting

Zoom Video Conference | <https://zoom.us/j/727321558>

March 18, 2020 | 1 - 3 p.m.

SPONSOR: Dustin Gontarski/Elise Ankerson, Compass Media

Present:

Janice Delerno Verges
Ben Berthelot
Kyle Edmiston
Alana Cooper
Arlene Gould
Donna O'Daniels
Joanna Folse-Alexander
Jeremy Cooker
Marion Fox
Peggy Benoit
Ralph Ney
Timothy Bush
Morgan Moss
Jay Sharplin
Rebecca Blankenbaker
Nimesh Zaver
Dickie Brennan
Kevin Kelly
Brandy Evans

Absent:

John Crook
Kevin Dolliole
Eric Hoffman

LOT Present:

Doug Bourgeois

LTA Staff:

Jill Kidder
Laura Cating
Laine Garner
Sammi Rushing
Kathleen Rainey

1. Call to Order/Announcements

- a. Chair Ben Berthelot called the meeting to order at 1 p.m. and thanked everyone for joining the web conference.
- b. Secretary Timothy Bush called roll and confirmed a quorum.

2. Introduction of Sponsor | Elise Ankerson (in absence of Dustin Gontarski) of Compass Media

- a. Elise gave an overview of Compass' marketing opportunities and brought attention to their Marketing Plan with LTA in packets.

3. Approval of Board Minutes

- a. Secretary Timothy Bush presented the minutes from the January LTA Board Meeting in packets.

ACTION #1: Kyle Edmiston moved to accept the minutes from the January LTA Board Meeting. **Marion Fox** seconded the motion. Motion carried.

4. Financial Report

- a. Treasurer Kyle Edmiston brought attention to the March 2, 2020 Finance Committee Minutes in packets.

ACTION #2: Timothy Bush moved to accept the Finance Committee Minutes. **Marion Fox** seconded the motion. Motion carried.

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- b. Kyle Edmiston presented the Balance Sheet as of December 2019, which showed the Total Current Assets \$610,639.60 which includes Checking/Savings \$312,613.61, Accounts Receivable \$264,490.00, Other Current Assets \$33,535.99, along with Fixed Assets \$426,405.85 bringing Total Assets to \$1,037,045.45. Total Current Liabilities \$384,668.65, which includes Accounts Payable \$249,576.64, Other Current Liabilities \$135,092.01, along with Total Equity \$652,376.80, which includes Retained Earnings \$612,273.65 and Net Income \$40,103.15 brought Total Liabilities & Equity to \$1,037,045.45.

The 2019 Profit & Loss Budget vs. Actual for January through December 2019, showed Total Income \$2,729,268.35, which includes Administration Income \$93,002.20, which was over budget by \$3,827.20; LTA Membership Income \$242,049.00, Advocacy \$44,526.80, Education \$351,905.01, Print/Digital Income \$1,198,937.00 and Marketing Campaigns Income \$798,848.34, along with Total Cost of Goods Sold \$1,547,570.29, bringing the Gross Profit to \$1,181,698.06. Total Operating Expenses \$1,160,944.25, brought Net Ordinary Income \$20,753.81, with Total Other Income to \$45,655.37 and Total Other Expenses \$26,306.03, which was under budget by \$912.29, bringing the Net Other Income to \$19,349.34 and Total Net Income to \$40,103.15, which was over budget by \$36.

ACTION #3: Timothy Bush moved to accept the December 2019 financials. Marion Fox seconded the motion. Motion carried.

- c. Kyle presented the January 2020 financials, which showed the Total Current Assets \$775,654.13 which includes Checking/Savings \$288,889.11, Accounts Receivable \$466,030.03, Other Current Assets \$20,734.99, along with Fixed Assets \$424,209.40 bringing Total Assets to \$1,199,863.53. Total Current Liabilities \$484,379.85, which includes Accounts Payable \$164,691.70, Other Current Liabilities \$319,688.15, along with Total Equity \$715,483.68, which includes Retained Earnings \$652,376.80 and Net Income \$63,106.88 brought Total Liabilities & Equity to \$1,199,863.53.

The 2019 Profit & Loss Budget vs. Actual for January 2020, showed Total Income \$318,753.31, which includes Administration Income \$32,547.65; LTA Membership Income \$21,925.21, Advocacy \$0.00, Education \$35,780.00, Print/Digital Income \$116,627.00 and Marketing Campaigns Income \$111,873.45, along with Total Cost of Goods Sold \$143,445.36, bringing the Gross Profit to \$175,307.95. Total Operating Expenses \$110,128.70, brought Net Ordinary Income \$65,179.25, with Total Other Income to \$124.08 and Total Other Expenses \$2,196.45, bringing the Net Other Income to (\$2,072.37) and Total Net Income to \$63,106.88, which was over budget by \$6,077.93.

ACTION #4: Timothy Bush moved to accept the January 2020 financials. Marion Fox seconded the motion. Motion carried.

5. Chairman's Report

- a. Ben asked for a report from Doug Bourgeois, Assistant Secretary of LOT
- i. Doug gave a report about what LOT is doing to gain control over the Novel Coronavirus and its impact on travel and tourism throughout the state.
 - ii. State parks are being converted to staging areas to treat victims of the virus.
 - iii. Doug encouraged members not to go dark; keep in touch with your members and continue to advertise. Keep Louisiana travel in the national conversation.

6. President/CEO Report

- a. Jill gave an advocacy report, bringing attention to the Legislative Priorities to which the Advocacy Council added "Insurance Reform" to item #5.

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ACTION #5: Kyle Edmiston moved to accept the addition of “Insurance Reform” to the Legislative Priorities. **Timothy Bush** seconded the motion. Motion carried.

- b. Jill brought attention to the 2020 Advocacy Calendar and toolkit in packets.
 - c. Jill mentioned that the 2020 Legislative Session has been postponed until March 31 due to the Coronavirus.
 - d. Destination Capitol Hill has been cancelled due to Coronavirus.
 - e. Jill gave an update on LTA’s status. Starting Thursday, March 19 LTA staff will be working from home. LTA’s Executive Staff will keep the board abreast of LTA’s status as the Coronavirus pandemic unfolds.
7. The board suspended the rules and allowed Ben to move away from the agenda. He asked board members for updates on how the Coronavirus is impacting areas of the state. He mentioned that the Lt. Governor is putting together a team for conversations about funding, which the Lt. Governor explained at the LACVB Zoom web conference earlier. He also mentioned the immediate hits to occupancy that hotels throughout the state have seen. Layoffs have started and properties are moving from 100% occupancy to 10% occupancy in one week.
- a. Timothy told the board that he is trying to keep in touch with small businesses throughout his area. His staff is trying to be helpful to those hurting the most.
 - b. Jeremy gave an update on New Orleans, saying that the situation is changing rapidly as of March 18. New Orleans & Company is trying to encourage locals to support small businesses and local restaurants by ordering carryout.
 - c. Dickie said that his restaurants, as all the restaurants throughout New Orleans are on life support.
 - d. Janice said that her international market will come back in July at the earliest, but The Stockade is open and is receiving people.
 - e. Nimesh said that Lake Charles is seeing relief on the federal level but wondered what is being done on the state level.
 - i. Ben said that we will have to wait and see as the situation unfolds.
 - f. Morgan mentioned that his restaurant and tours have closed, but his bed & breakfast is open. He has had to lay off 30 staff members.
 - g. Jay said that his hotels have not seen as bad of an impact as of March 18 because of business and corporate travel.
8. Adjournment
- a. Ben asked if anyone else had anything to add and asked for a motion to adjourn.

ACTION #6: Timothy Bush moved to adjourn. **Kyle Edmiston** seconded the motion

ACTION ITEMS:

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ACTION #2: Timothy Bush moved to accept the Finance Committee Minutes. **Marion Fox** seconded the motion. Motion carried.

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