



LOUISIANA  
TRAVEL  
ASSOCIATION

## Minutes

**Meeting:** LTA Board of Director's Meeting, Thursday, March 23, 2023 / 11:30 A.M.

Hilton Baton Rouge Capitol Center (201 Lafayette St, Baton Rouge, LA 70801)

**Call in #:** (225)755-9489

### Present

Alana Cooper	Jeremy Cooker	Kevin Dolliole
Ralph Ney	Joanna Folse-Alexander	Jill Kidder
Nelson Gumm	John Grubb	Ex Officio: Rebecca Blankenbaker
Kyle Edmiston	Mike Buckley	Ex Officio: Doug Bourgeois
Aaron Dirks	Morgan Moss	
Adrienne Breaux	Scott Ballard	
Adrienne Hennis	Sondra Corbitt	<b>LTA Staff</b>
Ben Berthelot	Stacy Brown	Dan Mobley, Interim LTA President & CEO
Carla Tate	Stephen Hightower	Laine Garner
Cody Gray	Stephen Watson	Josie Evans
Chris Landry	Vimal "Ricky" Patel	Emmie Fuson
Jady Regard	Vito Zuppardo	
Jay Ducote	Walt Leger	
Jay Sharplin	<b>Absent</b>	<b>Sponsor:</b>
	Donna O'Daniels	Elise Ankerson, Compass Media

### I. Call to Order / Alana Cooper, Chair

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

### II. Introduction of Sponsor: Compass Media

- a. Alana thanked Compass Media for sponsoring the meeting and forum.

- b. Elise extended gratitude towards LTA and mentioned if anyone had any questions, to let her know.

### **III. Roll Call / Nelson Gumm, Secretary**

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

### **IV. Approval of Minutes / Nelson Gumm / January 2023**

**ACTION #1: Ben Berthelot** moved to accept the January 2023 minutes. **Ralph Ney** seconded the motion. No discussion. Motion carried.

### **V. Financial / Donna O'Daniels, Treasurer / January 2023**

- a. Alana mentioned that Donna has broken her elbow and is unable to attend.
- b. Alana asked Charlotte, the LTA Finance/HR Director to share the LTA Financials from January 2023.
  - Total Assets: \$942,777.17
  - Total Accounts Payable: \$266,369.08
  - Total Credit Cards: \$33,632.54
  - Total current liabilities: \$532,915.06
- c. Alana extended gratitude towards Charlotte for her hard work and diligence at LTA.
- d. Laine noted that we have been paid for Culinary from 2022 in 2023. She mentioned that we will be paid for CTS this year as well.

**ACTION #2: Cody Gray** moved to accept the January 2023 financials. **John Grubb** seconded the motion. No discussion. Motion carried.

### **VI. Chair's Report / Alana Cooper**

- a. Review of Bylaw Changes
  - Alana noted that the change is referring to LACVB potentially under LTA.
  - Alana noted that this would allow the CVB's to network but remain a consistent voice while cleaning up administrative work for LTA.

**ACTION #3: Walt Leger** moved to accept the bylaw changes regarding special committees. **Aaron Dirks** seconded the motion. No discussion. Motion carried.

**b. LTA Staffing – President/CEO Vacancy**

- Alana noted that Kim Dodd Boasso stepped down as LTA's President & CEO.
- Alana noted that Dan Mobley will serve as the Interim President & CEO as the LTA Executive Committee searches for a new President & CEO.
- Alana shared that there will be about a 2-month opening of taking resumes and applications.
- Alana asked for everyone to go around the room and introduce themselves to Dan.
- Dan noted that he is retired and will begin on April 3<sup>rd</sup>.

**c. LTA LOT Contractual Resolution**

- Nelson read aloud the LTA/LOT Contractual resolution.

**ACTION #4: Ben Berthelot** moved to accept the LTA/LOT Contractual Resolution. **Stacy Brown** seconded the motion. No discussion. Motion carried.

**d. LTA Banking Resolution**

- Nelson read aloud the LTA Banking Resolution that would authorize only Dan Mobley, Laine Garner, Alana Cooper, Ralph Ney, and Donna O'Daniels.

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

**e. Councils & Committees**

- Alana noted that councils and committees have been meeting regarding the year and are moving forward.
- Nelson suggested a forward planning committee be created especially regarding the everchanging nature of our industry.

**VII. LTA Staff Update – Dan Mobley, Interim LTA President/CEO**

- a. Dan shared that LTA has a great staff, executive committee, and Board. He reiterated our association is in great shape.
- b. Jady asked if there was anything to share regarding the CEO's departure.
- c. Walt clarified that we will not be utilizing a search firm but instituting a search through LTA.
- d. Marketing Update / Josie Evans
  - Josie noted that the golf digital campaign will launch in April.
  - Josie shared that Culinary social media promotion has started and the in person event will be in Dallas in October.
- e. Advocacy Update / Emmie Fuson
  - Emmie noted that legislative session will begin on April 10<sup>th</sup> and she has begun tracking legislation for the session.
  - Aaron noted that he is happy to participate in the committee regarding a future planning committee.
- f. Membership & Education Update / Laine Garner
  - Laine shared that 87% of the membership has renewed as of March.
  - 5 members have upgraded
  - LTA Connections will be in New Orleans on April 5<sup>th</sup> at the Commissary.
  - 34 LTLA students currently
  - Laine shared that LTA is working on an LTLA Alumni workshop.

## **VIII. Announcements / Alana Cooper**

- a. Next Meeting – June 20, 2023, *Houma*
  - Alana mentioned that the next meeting will be in June and more information to come.
  - Alana extended gratitude towards Aaron Dirks for helping with transportation.

- b. Alana noted that the December 2023 Board Meetings have been rescheduled to December 11-12, 2023.

## **IX. Adjourn Meeting**

**ACTION #6: Cody Gray** moved to adjourn the meeting. **John Grubb** seconded the motion. No discussion. Meeting adjourned.

### **ACTION ITEMS:**

**ACTION #1: Ben Berthelot** moved to accept the January 2023 minutes. **Ralph Ney** seconded the motion. No discussion. Motion carried.

**ACTION #2: Cody Gray** moved to accept the January 2023 financials. **John Grubb** seconded the motion. No discussion. Motion carried.

**ACTION #3: Walt Leger** moved to accept the bylaw changes. **Aaron Dirks** seconded the motion. No discussion. Motion carried.

**ACTION #4: Ben Berthelot** moved to accept the LTA/LOT Contractual Resolution. **Stacy Brown** seconded the motion. No discussion. Motion carried.

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

**ACTION #6: Cody Gray** moved to adjourn the meeting. **John Grubb** seconded the motion. No discussion. Meeting adjourned.