



Minutes

Meeting: LTA Board of Director's Meeting, Wednesday, March 9, 2022 / 10:30 A.M., Baton Rouge Marriott, 5500 Hilton Avenue Baton Rouge, Louisiana 70808

Call in #: (225)755-9481

Present

Kyle Edmiston

Donna O'Daniels

Ralph Ney

Alana Cooper

Ben Berthelot

Cody Gray

Chris Landry

Jady Regard

Stephen Perry

Jeremy Cooker

Joana Folse Alexander

Tracy Browning

Vito Zuppardo

Morgan Moss

Nelson Gumm

Aaron Dirks

Rebecca Blankenbaker

Sondra Corbitt

Stacy Brown

Ralph Calhoun

Paul Arrigo

Mike Buckley

Absent

Stephen Watson

Jay Sharplin

John Crook

Kevin Dolliole

Nimesh Zaver

LOT Staff

Lynne Coxwell

LTA Staff

Jill Kidder

Laine Garner

Laura Cating

Emmie Fuson

Sponsor

Elise Ankerson, *Compass Media*

I. Call to Order

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

II. Roll Call

- A. Kyle asked Donna O'Daniels, Secretary, to call the roll.
- B. Donna called the roll and confirmed a quorum.

III. Announcements / Kyle

- A. Kyle extended gratitude to Compass Media for sponsoring CEO/Sales & Marketing Symposium and called on Elise Ankersen to say a few words.
 - i. Elise extended gratitude towards LTA for their continued partnership with Compass media. Ask that folks give her a call if they have any questions about the program offerings in the LTA Marketing Plan.

IV. Approval of Minutes

- A. Kyle called on Donna to present the minutes.
- B. Donna asked if everyone received and had a chance to review the February 2022 minutes as sent out in advance of the meeting.

ACTION #1: Stacy Brown moved to accept the February 2022 minutes. **Ben Berthelot** seconded the motion. No discussion. Motion carried.

V. Financial Report

- A. Kyle called on Ralph Ney, Treasurer, to present the December 2021 and January 2022 financials.

Balance Sheet December 2021

Total Assets: \$982,550

Total Liabilities: \$336,510

Total Net Assets: \$646,040

P&L / Statement of Activities December 2021

Total Revenues: \$2,849,696

Total Gross Profit: \$1,199,093

Change in Net Assets: \$152,688

Note: \$147,670 over budget; Jill noted these 2021 numbers may slightly change after auditors make journal entries.

Balance Sheet January 2022

Total Cash: \$886,274.41

Total Assets: \$1,115,928.44

Total Liabilities: \$459,703.53

Total Net Assets: \$656,223.91

P&L / Statement of Activities January 2022

Total Revenues: \$120,323.14

Total Gross Profit: \$41,506

Change in Net Assets: ~~-\$5,789.57~~ Note: \$28,763.41 over budget

ACTION #2: Sondra Corbitt moved to accept the December 2021 and January 2022 Financials.

Cody Gray seconded the motion. No discussion. Motion carried.

VI. Chairman Report

- A. Kyle called on Lynne Coxwell to report on the Louisiana Office of Tourism.
 - i. Louisiana Attractions Support Grant (LASG) application period closes: Tuesday, May 17, 2022. For more information, contact Lindsey Lightfoot Schmitt at (225)342-8195 or at lschmitt@crt.la.gov.
 - ii. In lieu of CGP, this new grant cycle for Festival and Events Recovery Grant begins July 1, 2022 to June 30, 2023. Contact Lynne Coxwell, lcoxell@crot.la.gov

- iii. Louisiana occupancy during Mardi Gras 2022 increased on average statewide over 2020.
- iv. Louisiana's occupancy, excluding New Orleans increased 9.8% over January 2021.
- v. 71% of American travelers now feel safe traveling outside of their communities. Increases in gas prices may be displacing concerns over COVID in the travelers mind. See the recent Longwoods International Travel Sentiment report out today.
- vi. There were 10.9 million job openings in the United States in December 2021 – roughly one in six, or 1.7 million, in Leisure and Hospitality alone.
- vii. 54.2% of American travelers prefer visiting places they have never been to over places they have visited before.

B. Kyle reviewed the Bylaw Changes as previously sent to Full Board.

- i. Article 2; Section 1: Size of Board – paragraph 3 adds a new Associate Board Circle Partner (executive) representative to the board of directors
- ii. Article 2; Section 3: Executive Committee Authority – paragraph 1 increases the limit of EC financial authority from \$50,000 to \$100,000 between board meetings
- iii. Article 2; Section 4: Meetings – a. paragraph 1 reduces the number of **required** meetings from three to four per year (board decision – flexibility);
b. paragraph 2 wording is contradictory concerning electronic meetings and recording attendance and we have made a recommendation to clean up this language
- iv. Article 3; Section 1: Election Process – paragraph 2 restates when board nominations are going to reviewed
- v. Article 5; Section 3: Membership Categories – 4th bullet adds the Associate Board Circle Membership category; and the 6th bullet just adds “Chairman Circle” for clarification

- vi. Article 7: Section 1: Open Councils –document clean-up; Section 3: Adding the currently established DEI Ad Hoc Committee

ACTION #3: LTA Executive Committee moved to accept the Bylaw Changes coming as an motion from the Executive Committee. **Cody Gray** seconded the motion. No discussion. Motion carried.

C. Kyle welcomed Vito Zuppardo from Miles Partnership as the newest Board Member of LTA as a new Board Circle Media Partner.

D. Kyle shared information about the 2023-2025 Strategic Plan.

- i. The Executive Committee moved to use the Corragio Group for the 2023-2025 Strategic Plan.
- ii. Kyle extended gratitude towards New Orleans & Co for putting forth \$10,000 and Visit Lake Charles for putting forth \$5,000 to cover some costs of the Strategic Plan.
- iii. Kyle shared that there will be most likely a survey sent out soon regarding the Strategic Plan and a in-person retreat this summer.
- iv. Stephen mentioned that he thinks it is worth the price for the Strategic Plan and commends Kyle for his leadership on the matter.

VII. President/ CEO Report

A. Jill provided a President/CEO Report & Advocacy Update.

- i. Jill reminded that Tourism Day at the Capitol on April 12, 2022.
- ii. Jill mentioned that Laura and herself will be attending Destination Capital Hill in Washington, DC.

B. Laine provided a Membership/Education Update.

- i. LTA Connections Reception: March 24, 2022 in Lafayette

- ii. Laine mentioned that members are welcome to take the “6 Reason Why” postcard on the table and hand out to potential members.
- iii. Outdoor Campaign Program – dead lining soon
- iv. LTA Attractions Campaign Program – May 20th deadline

C. Laura provided a Communication/Marketing Update.

- i. Laura mentioned that the Culinary Trails was very successful in Houston. Laura noted that Culinary Trails was in partnership with Texas Monthly.
- ii. Laura shared LTA’s gratitude towards those who participated in Annual Meeting this year. Great attendance in Alexandria.
- iii. Marketing Plan RFP will go out this week to our media partners. Laura extended gratitude towards Rebecca Blankenbaker for serving as the Chair of the LTA Marketing Committee.

VIII. Unfinished Business / New Business

A. Kyle asked if there is any additional business to come before the board.

- i. Stacy asked if others are experiencing problems collecting from short term rentals. Others are having trouble with collections.
- ii. Stephen invited everyone to come to New Orleans and see the Queen Nefertari's Exhibit.
- iii. Sondra asked if there is a digital version of the “6 Reasons Why” postcard.

B. Kyle mentioned the next LTA meeting will be June 29, 2022 along with the Sales & Marketing Symposium at the Shreveport Hilton.

C. Kyle mentioned that the LTDC Meeting will start at 1 pm, in this same room.

D. Kyle shared the success of the prior Strategic Plan and encouraged Board members to think “outside the box” in recommendations for improving and growing LTA.

IX. Adjourn Meeting

ACTION #4: Paul Arrigo moved to adjourn the meeting. **Cody Gray** seconded the motion. No discussion. Meeting adjourned.