

# Louisiana Travel Association

## Board of Directors Meeting

Hilton Garden Inn Magnolia Ballroom  
400 Mane St. | Monroe-West Monroe, LA  
July 1, 2020 | 9 – 11:30 a.m.  
**SPONSOR:** Nelson Gumm, AJR Media

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### **Present:**

Ben Berthelot  
Dickie Brennan  
Kyle Edmiston  
Timothy Bush  
Alana Cooper  
Arlene Gould  
Brandy Evans  
Eric Hoffman  
Jay Sharplin  
Jeremy Cooker  
Joanna Folse-Alexander  
Keven Dolliole  
Morgan Moss  
Peggy Benoit  
Ralph Ney  
Rebecca Blankenbaker

### **Absent:**

Janice Delerno Verges  
Donna O’Daniels  
John Crook  
Kevin Kelly  
Marion Fox  
Nick Zaver

### **LOT Present:**

Lynne Coxwell

### **LTA Staff Present:**

Jill Kidder  
Laine Garner  
Laura Cating  
Tiffany Swett  
Sammi Parker

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### **1. Call to Order/Announcements**

- a. Chair Ben Berthelot called the meeting to order at 9 a.m. and thanked everyone for joining either in person or via Zoom.
- b. Secretary Timothy Bush called roll and confirmed a quorum.

### **2. Introduction of Sponsor | Nelson Gumm of AJR Media**

- a. Nelson gave a presentation on AJR’s newest programs, inviting LTA Board members to take part. These programs have been adjusted to accommodate new Coronavirus standards.
- b. Their current plan was in members’ packets, and their new plan was on the power point.

### **3. Approval of Board Minutes**

- a. Secretary Timothy Bush presented the minutes from the March 18, 2020 board meeting (minutes in packets).

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

### **4. Thanks to Host**

- a. Ben Berthelot thanked Alana Cooper and the Monroe – West Monroe CVB for hosting us at their newly renovated office for the reception.

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- b. Alana thanked everyone who could come and encouraged all members to make a trip to Monroe to see their office and just to visit.
5. Financial Report
  - a. Treasurer Kyle Edmiston brought attention to the June 25 Finance Committee Meeting minutes.

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

6. Kyle Edmiston presented the Balance Sheet as of May 31, 2020, which showed the Total Current Assets \$505,376.34 which includes Checking/Savings \$329,498.70, Accounts Receivable \$164,829.01, Other Current Assets \$11,048.63, along with Fixed Assets \$415,423.60 bringing Total Assets to \$920,799.94. Total Current Liabilities \$360,161.26, which includes Accounts Payable \$134,030.91, Other Current Liabilities \$226,130.35, along with Total Equity \$560,638.68, which includes Retained Earnings \$652,376.80 and Net Loss \$-91,738.12 brought Total Liabilities & Equity to \$920,799.94.

The 2019 Profit & Loss Budget vs. Actual for January through May 2020, showed Total Income \$841,396.71, which includes Administration Income \$50,455.23; LTA Membership Income \$104,734.92, Advocacy \$23,485.00, Education \$39,424.83, Print/Digital Income \$439,435.89 and Marketing Campaigns Income \$183,860.84 bring the total Income to \$841,396.71, along with Total Cost of Goods Sold \$451,509.63, bringing the Gross Profit to \$389,887.08. The Total Operating Expenses were \$471,845.66 bringing the Net Ordinary Loss to \$(81,958.58). Other Income of \$1,202.71 less Total Other Expenses of \$10,982.25 Totaled Net Other Income of \$(9,779.54) and the Total Net Loss for May was \$(91,738.12).

Kyle explained that the adjusted annual budget is not yet approved, but will be in September when the vision of the road is more clear. He explained the differences in the budget due to Coronavirus adjustments.

**ACTION #3: Eric Hoffman moved to accept the May 2020 financials. Joanna Folse-Alexander seconded the motion. Motion carried.**

### 7. Chairman's Report

- a. Ben gave an executive committee report, thanking the LTA staff for paying close attention to the budget.
- b. Ben introduced Lynne Coxwell with LOT, who gave a presentation on some new numbers and statistics that LOT is conducting. She broke down travel habits by region, noting where and when people are traveling the most since the Coronavirus outbreak.
- c. Ben made mention of the fact that Janice Delerno Verges will begin the work on the nominating committee, choosing LTA's new board members for 2021.
- d. Ben asked Jill to give an update on the Strategic Planning process, about which Jill said LTA has reengaged King Logan with whom she has a meeting on July 2.
  - i. Jill called this moment for tourism a "George Bailey moment," a time for tourism to rise up and prove the importance of the industry. She said that tourism is the hardest hit industry in the United States from the Coronavirus pandemic, and the world is finally starting to realize how important tourism truly is.

### 8. Advocacy Update

- a. Jill gave an update on what LTA is doing regarding advocacy.
- b. State Level Advocacy:

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- i. HB292 became Act 184, signed by the Governor and taking effect July 1. This Act will level the playing field for hotels and their definitions. LTA is in contact with Secretary Robinson to obtain the information of tax collectors for those who will be directly affected by this bill.
- ii. During Special Session, LTA worked for additional funding for CVBs, which passed through the Senate but was ultimately pulled from the budget.
  - 1. LTA has a strategy for a second Special Session to push for funding.
- c. Federal Level Advocacy:
  - i. LTA is working with Cornerstone, a political consulting group at the federal level.
  - ii. Congressman Garret Graves pushed heavily for the Invest Act, securing funding for the National Scenic Byways.
- d. Resilient Louisiana Commission:
  - i. Parades and festivals subcommittee is still working. Jill will release the subcommittee report recommendations. The final report was submitted and is available online at [www.opportunitylouisiana.com/resilientlouisiana](http://www.opportunitylouisiana.com/resilientlouisiana)
  - ii. Kyle commended Jill for being an outstanding co-chair of the RLC Hospitality & Tourism Task Force and thanked her for her work. He also charged all board members to reach out to their legislators and speak up about what CVBs need. He stressed the importance of the economic driver that is a CVB in a community.

### 9. Marketing and Communications Update

- a. Laura Cating explained the update and reason for the update in the marketing plan. She explained that social media messaging is up and indicated the Facebook, Instagram and Twitter engagement statistics. The marketing numbers are down, but the team has seen positives. The Recovery Marketing Plan is doing well.
- b. Tiffany Swett went over the updated marketing plan. During the lull in marketing due to Coronavirus, the team was able to sift through the plan, eliminating things that did not work and pursuing new objectives.
- c. Jeremy Cooker went over the new marketing plan, highlighting these objectives:
  - i. AJR Media:
    - 1. Four new programs showcase AJR's shift to digital offerings in LTA plan
    - 2. Retarget Exclusive Audience of Website Engagers Display or Native Campaign
    - 3. Reach Exclusive 1<sup>st</sup> Party Data Audience of Travelers Facebook/Instagram
    - 4. AAA TX Journey eNewsletter
  - ii. Spotify by Reach Local
    - 1. First radio offering ever in LTA's Marketing Plan
    - 2. Rates discounted up to 30%
  - iii. UberMedia by Madden Media (logo attached)
    - 1. Visitor profile research opportunity recommended by members
    - 2. Provides location-based behavioral information and analytical insights
    - 3. Great way to see the impact of an event, a restaurant or a hotel and know who is coming and when
    - 4. Participant's visitor profile will be comprised of:
      - a. Quantitative data identifying visitor volumes, profiles source markets and audience affinities using mobile location data
      - b. Qualitative data such as demographics, travel party size, average expenditures, category of expenditures
  - iv. Bullseye By Response Marketing Group (logo attached)

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1. Utilizes geolocation data to identify anonymous visitors
2. Campaign captures first and last name, email and terrestrial address, age, gender and more
3. Captures mobile device ID and matches to terrestrial address
4. Online and offline GDPR and CCPA privacy-compliant
5. Identifies exactly who your visitors are with full demographics, allowing for targeted messaging

**ACTION #4: Jeremy Cooker** moved to accept the new Marketing Plan programs. **Timothy Bush** seconded the motion. Motion carried.

### 10. Development Update

- a. Laine Garner and Alana Cooper gave a development update. Laine indicated that LTA has obtained 25 new members since January. The team has kept in close contact with members, and have reached out to every member of LTA during the time of the Coronavirus pandemic.
- b. Laine told the board about the LTLA trip to Natchitoches, where everyone was masked and socially distanced. She said the class had a great time getting to see the area, and showed pictures of the class at a few different locations. She said that everyone was excited to get out and be able to explore.
- c. Laine discussed the upcoming LTA webinars below:
  - i. Louisiana Sales Team Check In | July 16 | 1:30 p.m.
  - ii. How Mobile Device ID Marketing Can Drive Travelers to Your Business | July 22 | 10 a.m.

### 11. Unfinished Business

- a. Ben asked for any unfinished business from the board. There was none.
- b. He then facilitated a roundtable for the board members to discuss cancellations, marketing plans, upcoming events, etc. He kicked off the roundtable discussing a large festival in Lafayette that cancelled. Peggy Benoit asked for information on advocacy at the federal level. Dickie Brennan shared an idea he had for nationwide distribution of products, and LTA said they would like to help him in his efforts.

### 12. New Business

- a. Ben brought attention to the Lt. Governor's Travel Summit, to be held in Lake Charles on August 18 – 20 at the Golden Nugget. The next LTA meeting will be in September in Shreveport.

**ACTION #5: Timothy Bush** moved to adjourn. **Kyle Edmiston** seconded the motion

### ACTION ITEMS:

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

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

**ACTION #3: Eric Hoffman** moved to accept the May 2020 financials. **Joanna Folsie-Alexander** seconded the motion. Motion carried.

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