

# Louisiana Travel Association

## Board of Directors Meeting

Lafayette Home2Suites by Hilton Parc  
1909 Kaliste Saloom Road | Lafayette, LA 70508  
December 9, 2020 | 8:30 – 11:30 a.m.

**SPONSOR:** Entrada

**DRAFT MINUTES**

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### **Present:**

Ben Berthelot  
Dickie Brennan  
Kyle Edmiston  
Alana Cooper  
Arlene Gould  
Brandy Evans  
Donna O’Daniels  
Eric Hoffman  
Jay Sharplin  
Jeremy Cooker  
Joanna Folse-Alexander  
John Crook  
Kevin Dolliole  
Mark Romig  
Morgan Moss  
Nick Zaver  
Peggy Beniot  
Ralph Ney  
Rebecca Blankenbaker

### **Absent:**

Janice Delerno-Verges  
Kevin Kelly

### **LOT Present:**

Doug Bourgeois  
Lynne Coxwell  
Jennifer Berthelot

### **LTA Staff Present:**

Jill Kidder  
Laine Garner  
Laura Cating  
Madeline Brown

### **CFO by Design:**

Julie Hart  
Doreen Pappas

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

- a. Chair Ben Berthelot called the meeting to order at 8:30 a.m. and thanked everyone for joining either in person or via UberConference.
- b. Chair Ben acknowledges the passing of Marion “Butch” Fox and asks for a moment of silence; Jill acknowledges the passing of former LTA board member, Jennifer Ritter Guidry.
- c. Jill acknowledges and thanks Ben and his team for hosting the December Board meeting.
- d. Chair Ben congratulates Brandy Evans on her appointment to the US Travel Destinations Council Advisory Board and Kyle Edmiston on his appointment as Chair of Brand USA in 2021.

## **II. Introduction of Sponsor | Mary Flynn, Entrada**

- a. Chair Ben introduced Mary Flynn, with Entrada, and Nelson Gumm, with AJR (rep. Entrada in Louisiana) and thanked them for sponsoring the meeting. Mary shared information on Entrada and the benefits of the program for compiling all research data into one dashboard and Entrada’s assistance with interpreting that data. Mary asked Board members to contact her if they were interested in any of the programs or if they would like additional information.

## **III. Slate of Officers and Directors**

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a. Chair Ben asks Mark Romig to present the 2021 LTA Slate of Officers and Directors Officers (one-year term):

Past Chairman: Ben Berthelot, Pres/CEO Lafayette CVC  
Chairman: Dickie Brennan, Owner Dickie Brennan & Co.  
Vice Chairman: Kyle Edmiston, Pres/CEO Visit Lake Charles  
Treasurer: Alana Cooper, Pres/CEO Monroe-West Monroe CVB  
Secretary: Ralph Ney, General Manager Baton Rouge Marriott

Board Positions (three-year terms):

Mike Buckley, VP Executive Director of Operations Golden Nugget Casino and Resort  
Chris Landry, VP Regional Director of Sales LBA Hospitality  
Jady Regard, Pres./CEO Cane River Pecan Company  
Stephen Watson, Pres./CEO National WW II Museum

**ACTION #1: Mark Romig** moved to accept the 2021 Slate of Officers and Directors as presented by the nominating committee. **Peggy Benoit** seconded the motion. Motion carried.

#### IV. Approval of Board Minutes

a. Chair Ben presented the minutes from the September 16, 2020 board meeting (minutes in packets).

**ACTION #2: Kyle Edmiston** moved to accept the minutes from the September 2020 LTA Board Meeting. **Eric Hoffman** seconded the motion. Motion carried.

#### V. Financial Report

Kyle explains Kathleen is no longer with LTA and introduces Julie Hart with CFO by Design. Julie makes a few brief comments about her company and LTA work to-date.

Kyle presented the Balance Sheet as of October 31, 2020, which showed the Total Current Assets \$285,752 which includes Cash \$88,679, Accounts Receivable \$197,073, Other Current Assets \$13,654, along with Fixed Assets \$404,441 bringing Total Assets to \$703,847. Total Current Liabilities \$202,700, which includes Accounts Payable \$158,475, Deferred Revenue of \$97,939 brings Total Liabilities to \$300,639; total Net Assets are \$403,209, which brought Total Liabilities & Net Assets to \$703,847.

The 2020 Profit & Loss Budget vs. Actual for January through October 2020, showed Total Income \$1,504,531, which includes Administration Income \$78,747; LTA Membership Income \$180,143, Advocacy \$22,885, Education \$38,040, Print/Digital Income \$758,010, Marketing Campaigns Income \$413,762 and Other Income of \$12,946 brings the total Income to \$1,504,531; Total Cost of Goods Sold \$801,489, bringing the Gross Profit to \$703,042. The Total Operating Expenses were \$952,210 bringing the Net Ordinary Loss to \$249,168.

**ACTION #3: Kyle Edmiston** moved to accept the October 2020 financials. **Joanna Folsie-Alexander** seconded the motion. Motion carried.

#### VI. Chairman's Report

a. Ben gave an executive committee report. Ben reminded everyone that Timothy Bush was our Secretary; in order to fill the vacant seat, the executive committee approved his appointment of Alana Cooper.

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**ACTION #4: Ben Berthelot**, on the recommendation of the Executive Committee, moved to appoint Alana Cooper as Secretary. **Kyle Edmiston** seconded the motion. Motion carried.

- b. Ben stated officers and directors will be officially voted on by the membership in attendance at the Annual Meeting Dinner on January 26.
- c. Ben discussed how the strategic planning committee came up with an "Investor Model" membership strategy. Originally the plan was to unveil it in 2021 and implement it in 2022. This proposed strategy was pushed forward for implementation in 2021 due to COVID and the subsequent cancellation of Summit 2020 and the 2021 Visitor's Guide programs.

**ACTION #5: Kyle Edmiston** moved to approve the Investor Models. **Nimesh Zaver** seconded the motion. Motion carried.

- d. Ben stated the Governance committee will need to update the LTA bylaws to reflect the addition of the investor model membership strategy. Ben stated that he will be chairing this committee in 2021 as the past Chair.
- e. Ben calls on Kyle for special presentation
  - i. Kyle proposes to the board that to honor Marion's legacy, we implement the Marion "Butch" Fox Advocacy Award, to be presented at Annual Meeting starting in 2021. The recipient would go to someone who is an advocate for the travel industry (non-elected official). The first year it would be posthumously presented to Marion, and the board would invite Anne Klenke, her daughter, to accept on her behalf.

**ACTION #6: Kyle Edmiston** moved to approve the Marion "Butch" Fox Advocacy Award. **Arlene Gould** seconded the motion. Motion carried.

### **VII. Louisiana Office of Tourism Update**

Ben calls on Assistant Secretary Doug Bourgeois to present the Tourism update. Doug, Jennifer Berthelot and Lynne Coxwell present tourism update. The slides from their presentation are attached for the record.

### **VIII. President/CEO Report – Jill Kidder**

- a. Discussed where LTA was headed before the pandemic, what happened, and where we are headed now. See slides attached for the record.
- b. 2020 Wins to Celebrate
  - i. Membership: Retained 86.4% of membership during pandemic and economic crisis thanks to consistent team outreach
  - ii. Advocacy: Passed short-term rental legislation allowing our CVBs to collect occupancy tax and leveling the playing field for our hotels
  - iii. Education: Conducted 27 webinars on a wide range of topics to help and inform our members during pandemic
  - iv. Marketing: Placed \$120,000 of digital and TV advertising on behalf of our members through the Recovery Marketing Plan, spreading their messages when it was needed most
- c. When will travel recover?
  - i. In Q1 will continue to be difficult; 50 - 60% of population should have vaccine by end of Q1
  - ii. In Q2 vaccine will make a meaningful impact; Pent up demand ready-in-wait headed into summer; Leisure will lead recovery-\$100K and up households are shielded from most job losses
  - iii. In Q3/Q4 room demand begins to surge post Labor Day; Corporate travel restrictions are eased (back up to approx. 50% of 2019 numbers); Smaller Groups begin to return
  - iv. ADR/RevPar slower recovery about 2/3 of 2019 levels
- d. What does the future hold for LTA?

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- i. LTA will continue to be a valuable resource to its members and the industry.
- ii. LTA will continue to lead.
- iii. LTA will educate, advocate, and assist our members in marketing and selling their destination.
- iv. LTA will join forces with existing and new partners to amplify your voice
- v. LTA will do more with less
- e. 2021 New Programs
  - i. Certified Travel Specialist
  - ii. CEO Forum: March 30-31
  - iii. Advocacy 102: TBD
  - iv. Sales & Marketing Forum: June 29-30
  - v. Virtual Forum
- f. Advocacy calendar includes the Lt. Governor's "Travel Talks." These will take place throughout the state and will invite others to join including elected leaders. It will be the same format as US Travel.
- g. Culinary – Laura
  - i. Recipe Book completed and printed in October, with 10,000 copies entering distribution through our Visitor Center Distribution program
  - ii. Recipe Book digital promotion on-going through January
  - iii. 60+ Culinary Trails story ideas were distributed to 630+ reporters, editors and influencers from around the country on Dec. 1
  - iv. Social media promotion has amped up since September and will continue at current post rate through Februar
- h. Membership – Laine
  - i. Retained 86.4% of membership in 2020
  - ii. Implemented Investor Partnership model for 2021
  - iii. 2021 Membership renewal out now
- i. Education – Laine
  - i. Graduating 23 members of the LTLA 2020 class
  - ii. Six-year total of graduates = 207
  - iii. Applications for LTLA 2021 class due by Friday

### **IX. Unfinished Business – Ben Berthelot**

- a. Update on 2021 Visitor Guide – Addressed earlier in the meeting.

### **X. New Business**

- a. 2021 LTA Annual Meeting and Dinner will take place on January 26-27, 2021 at L'Auberge Casino and Hotel in Baton Rouge
- b. Next LTA Board Meeting is January 27, 2021 at L'Auberge Casino and Hotel in Baton Rouge

**ACTION #7: Peggy Benoit moved to adjourn. Joanna Folse-Alexander seconded the motion.**

### **ACTION ITEMS:**

**ACTION #1: Mark Romig moved to accept the 2021 Slate of Officers and Directors. Peggy Benoit seconded the motion. Motion carried.**

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**ACTION #2: Kyle Edmiston** moved to accept the minutes from the September 2020 LTA Board Meeting. **Eric Hoffman** seconded the motion. Motion carried.

**ACTION #3: Kyle Edmiston** moved to accept the October 2020 financials. **Joanna Folse-Alexander** seconded the motion. Motion carried.

**ACTION #4: Ben Berthelot**, on the recommendation of the Executive Committee, moved to appoint Alana Cooper as Secretary. **Kyle Edmiston** seconded the motion. Motion carried.

**ACTION #5: Kyle Edmiston** moved to approve the Investor Models. **Nimesh Zaver** seconded the motion. Motion carried.

**ACTION #6: Kyle Edmiston** moved to approve the Marion “Butch” Fox Advocacy Award. **Arlene Gould** seconded the motion. Motion carried.

**ACTION #7: Peggy Benoit** moved to adjourn. **Joanna Folse-Alexander** seconded the motion.