



Minutes

Meeting: LTA Board of Director's Meeting, June 20, 2023 / 8:30 A.M., Courtyard by Marriott
Houma (142 Library Dr, Houma, LA 70360)

Call in #: (225)755-9489

Present

Alana Cooper
Ralph Ney
Donna O'Daniels
Nelson Gumm
Kyle Edmiston
Aaron Dirks
Adrienne Breaux
Adrienne Hennis
Ben Berthelot
Carla Tate
Cody Gray
Jay Ducote
Jeremy Cooker
John Grubb
Joanna Folse-Alexander
Mike Buckley
Morgan Moss
Scott Ballard
Sondra Corbitt
Stacy Brown
Ralph Calhoun
Ricky Patel

Vito Zuppardo

Absent

Chris Landry
Jady Regard
Jay Sharpplin
Kevin Dolliole
Jill Kidder
Stephen Hightower
Stephen Watson
Walt Leger
Rebecca Blankenbaker

LTA Staff

Dan Mobley
Laine Garner
Josie Evans
Emmie Fuson

LOT Staff

Lynne Coxwell
Karon Alford

I. Call to Order

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

II. Roll Call

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

III. Announcements

- a. Alana recognized Houma as our host and thanked Sondra for a great evening.
- b. Alana recognized AJR Media Group as the Sponsor for the Board Meeting.
 - i. Nelson extended gratitude towards Explore Houma.
 - ii. Nelson shared that AJR Media Group has picked up Sky Elements, which does Drone Shows.
 - iii. Nelson mentioned that if anyone has interest in working with AJR Media Group, to contact himself or Nicole.

IV. Approval of Minutes

- a. Nelson presented the June 2023 minutes.

ACTION ITEM #1: Ben Berthelot moved to accept the June 2023 minutes. **John Grubb** seconded the motion. No discussion. Motion carried.

V. Financial Report

- a. Donna presented the May 2023 financial report.
- b. Total Income: \$195,516.41
- c. Gross Profit: \$171,991.72
- d. Total Expenses: \$103,621.65
- e. Net Income: \$69,737.95
- f. Total Accounts Receivable: \$162,361.87
- g. Total Assets: \$988,393.48
- h. Total Liabilities & Equity: \$988,393.48

ACTION #2: Cody Gray moved to accept the May 2023 financial report. **Jay Ducote** seconded the motion. No discussion. Motion carried.

VI. Chair Report

- a. Lynne shared an update from the Louisiana Office of Tourism.
 - i. Louisiana welcomed 42.6 million total visitors, who generated \$17.1 billion in tourism spending in 2022.
 - ii. Visitors who came to the state spent nearly \$403 per person during the trip.
 - iii. Louisiana's 42.6 million visitors would fill Tiger Stadium 416 times its capacity.
 - iv. Kyle asked if the workforce shortage can be shown regionally.
 - v. Lynne mentioned that she will post that on the industry portal.
 - vi. Lynne shared that the Competitive Grant Program received 41 applications for FY24 totaling \$423,331 in grant requests.
 - vii. Ralph asked how does Louisiana rank in comparison to other states?
 - viii. Lynne mentioned that she will get back with Ralph but to keep in mind that we are not as far behind as some may think.
 - ix. Lynne noted that Karen Alford was hired at Explore Louisiana and is handling their Strategic Plan that will begin July 12th through the Coraggio Group.
 - x. Karen noted that this should be a year long plan.
- b. Alana noted that Chris Landry has accepted the position of LTA Pres/CEO.
 - i. Alana noted that Chris will begin on July 6th.
- c. Nelson gave an update from the DEI Committee.
 - i. Nelson noted that Lindsey Ladrini will be the DEI speaker at Summit.
 - ii. The DEI Committee is working on a statewide workforce development campaign. The Committee plans on creating videos of career progressions to show the industry's ability to advance individual's careers.
 - iii. Nelson noted the videographer is compliments of New Orleans & CO.
 - iv. Nelson extended gratitude towards Timothy Bush for his leadership in the Committee.
- d. Alana noted that since Chris is now CEO, they have appointed Katie Guasco as the Chair of the Development Committee.

VII. President /CEO Report

- a. Dan extended gratitude towards the Board and Staff for their hard work in the interim period.
 - i. Dan noted that the Staff has gone through the budget numerous times.
 - ii. He noted that it looks as if there is an excess of cash but to note that there are still expenses coming.
 - iii. Dan mentioned that they are looking to change the staff to PTO as opposed to manual vacation/sick leave.
 - iv. Alana thanked Dan for his leadership and work ethic.
- b. Emmie gave an Advocacy/Communications Update.
 - i. 2023 Legislative Session Recap
 - ii. NTTW Recap
- c. Laine gave a Membership/Education Update.
 - i. Laine noted that 86% of membership has renewed this year.
 - ii. Laine noted that there have been 7 membership upgrades.
 - iii. LTA Connections is restructuring with dates and everyone will be updated.
 - iv. Laine mentioned that this year's Attraction's Guide is the largest ever and is over budget in revenue.
 - v. Laine thanked those who have participated/spoken in education events.
 - vi. Laine shared that the LTLA Alumni Event will be on November 8-9.
- d. Josie gave a Marketing/ Events Update.
 - i. Josie shared that Madeline and herself were in Dallas for Culinary Trails.
 - ii. Josie mentioned that they are leaning towards the Hickory Street Annex.
 - iii. Josie shared that the specific dates will be given next week to begin scheduling.
 - iv. Josie noted that this Marketing Plan 2024/25 will be the largest thus far and they will be pushing this in a digital format, rather than printing for members.
 - v. Josie noted that print is making a rebound this year.
 - vi. Josie shared that the Marketing Committee will be working on 2 surveys to hear what the membership/vendors have to say.
 - vii. Josie mentioned that there are a significant number of new programs and referenced the screen.

ACTION #3: John Grubb moved to accept the Marketing Plan 2024/25. **Carla Tate** seconded the motion. No discussion. Motion carried.

- viii. Josie thanked Sheila Snow for chairing the Marketing Committee.
- ix. Madeline shared that they have 120 registrations for Summit, and the optional event will feature Chef John Folse.
- x. Madeline noted that she is above budget on sponsorships.
- xi. 50 items have been gathered for online auction.
- xii. The Sales & Marketing Symposium will now be October 5-6 and will remain in Lafayette.

VIII. Unfinished Business / New Business/ Alana Cooper

- a. Alana noted that since Chris will be CEO/President, there is a vacancy on the Board.
- b. Chris has nominated Justin Vincent from the Tiger Athletic Foundation.

ACTION #4: Kyle Edmiston moved to accept the appointment of Justin Vincent to the LTA Board to fill the vacancy by Chris Landry. **Nelson Gumm** seconded the motion. No discussion. Motion carried.

- c. Alana asked if there were any unfinished business/ new business to be brought up.
- d. Kyle asked when the next Board meeting was.

- e. Madeline noted that it will be during Sales & Marketing Symposium, and they will get the date to everyone ASAP.

IX. Adjourn Meeting

ACTION #5: Sondra Corbitt moved to adjourn the meeting. **Jay Ducote** seconded the motion. No discussion. Meeting adjourned.

ACTION ITEMS

ACTION ITEM #1: Ben Berthelot moved to accept the June 2023 minutes. **John Grubb** seconded the motion. No discussion. Motion carried.

ACTION #2: Cody Gray moved to accept the May 2023 financial report. **Jay Ducote** seconded the motion. No discussion. Motion carried.

ACTION #3: John Grubb moved to accept the Marketing Plan 2024/25. **Carla Tate** seconded the motion. No discussion. Motion carried.

ACTION #4: Kyle Edmiston moved to accept the appointment of Justin Vincent to the LTA Board to fill the vacancy by Chris Landry. **Nelson Gumm** seconded the motion. No discussion. Motion carried.

ACTION #5: Sondra Corbitt moved to adjourn the meeting. **Jay Ducote** seconded the motion. No discussion. Meeting adjourned.