



## Minutes

**Meeting:** LTA Board of Director's Meeting, September 14, 2022 / 8:30 A.M., *Lafayette Room*, Hilton Garden Inn Lafayette/ Cajundome (2350 West Congress Street, Lafayette, LA 70506)

**Call in #:** (225)755-9481

### Present

Kyle Edmiston  
Alana Cooper  
Ralph Ney  
Donna O' Daniels  
Dickie Brennan  
Aaron Dirks  
Ben Berthelot  
Carla Tate  
Cody Gray  
Chris Landry  
Jady Regard  
Jay Sharplin  
Joanna Folse-Alexander  
Kevin Dolliole  
Mike Buckley  
Morgan Moss  
Nelson Gumm, Associate  
Nimesh Zaver

Paul Arrigo/Jill Kidder  
Sondra Corbitt  
Vito Zuppardo, Associate

### Absent

Jeremy Cooker  
John Crook  
Ralph Calhoun  
Ex Officio: Rebecca Blankenbaker  
Stacy Brown  
Stephen Perry/ Walt Leger  
Stephen Watson  
Ex Officio: Doug Bourgeois

### LTA Staff

Laura Cating  
Laine Garner  
Emmie Fuson  
Josie Evans

## I. Call to Order/ Kyle Edmiston, Chairman

- A. Kyle called the meeting to order and thanks everyone for participating.
- B. Serena took a moment to introduce Isaac and thanked LTA for their support last year.

## II. Roll Call / Donna O'Daniels, Secretary

- A. Kyle asked Donna to call the role
- B. Donna called role (need 14 people to reach a quorum)

## III. Announcements / Kyle Edmiston

- A. Kyle extended gratitude to event hosts, Ben Berthelot & Chris Landry
  - a. Ben thanked everyone for being in Lafayette.
  - b. Chris thanked everyone for attending and mentioned this property has been rennovated.
  - c. Laura extended gratitude towards LBA for hosting our break.

**IV. Approval of Minutes / Donna O’Daniels / June 2022 (pgs 1-6)**

- A. Kyle called on Donna to present the minutes.
- B. Donna asked is everyone received and had a chance to review the June 2022 minutes as sent out in advance of the meeting.
- C. Kyle asked for a motion to accept the June 2022 minutes as previously sent to the Board.

**ACTION #1: Jill Kidder moved to accept the minutes from the June 2022 LTA Board Meeting. Cody Gray seconded the motion. No discussion. Motion carried.**

**V. Financial Report / Ralph Ney, Treasurer / July 2022 (pgs 7-9)**

- A. Kyle called on Ralph to present the July 2022 finances. Laine & Laura assisted Ralph.
- B. Ralph gave a financial report
  - a. Total Liabilities: \$37,984.18
  - b. Total Equity: \$702,906.30
  - c. Total Income: \$1,604,167.65
  - d. Gross Profit: \$778,732.57
  - e. Total Expenses: \$581,580.93
  - f. Net Income: \$112,101.46
- C. Alana asked what the usual turnaround time is when receiving LOT reimbursements.
- D. Kyle asked for a motion to accept the July 2022 finances.

**ACTION #2: Sondra Corbitt moved to accept the July 2022 Financials. Cody Gray seconded the motion. No discussion. Motion carried.**

**VI. Chairman Report / Kyle Edmiston**

- A. Kyle shared gratitude towards the LTA team and their hard work at Summit.
- B. Kyle extended gratitude towards Mike Buckley and their team at the Golden Nugget in Lake Charles.
- C. Kyle noted that the Louisiana Office of Tourism will not be giving an update.
  - a. Kyle shared that Louisiana’s August preliminary occupancy is 50.4%, a decline of 3% over last August and down 11.3% over 2019.
    - i. 62% of American travelers took at least one overnight trip between mid-May and mid-August. (Destination Analysts)
    - ii. LOT Festivals & Events Recovery Grant (FERG) to encourage and support marketing for Louisiana fairs, festivals, and eligible tourism events.
    - iii. Vito mentioned the Miles Media Co-Op Plan with new items. If anyone had any questions, they could reach out to him.
    - iv. Vito shared that the fall campaign for the State will be regarding camping and RV Parks.
    - v. Vito also mentioned that LOT’s official press release for the Rose Parade will be released on November 15<sup>th</sup>.
    - vi. Kyle reminded everyone that there will be a Zoom call on September 15<sup>th</sup> regarding international trade and tour.
  - b. Kyle shared that the LTA Search Committee has offered Kim Dodd the President/CEO position, she will begin on January 2023.
- D. Kyle shared a 2023-2025 Strategic Plan Update.
  - a. Strategic Plan Session 2: October 3-4<sup>th</sup> at the Baton Rouge Marriott
- E. Kyle mentioned LTA Board Nominations.
  - a. Kyle shared that Dickie agreed to chair the LTA Governance Committee.

- b. Kyle mentioned that LTA Board Nominations will be going out soon and to keep a lookout for that.

## **VII. LTA Staff Report**

### **A. Laura & Emmie gave an Advocacy Update**

- a. Laura mentioned broadband service and electric vehicle infrastructure.
  - i. \$1 billion was given to Louisiana by the IIAJ
  - ii. 88,000 addresses will be provided Internet
  - iii. The Department of Transportation announced that
  - iv. Tesla has filed suit against the State of Louisiana, to overturn a Louisiana Law.
- b. Emmie gave an update on 2023 Elections.
  - i. No official bids for La Governor
  - ii. 6 rumored candidates for La Governor
  - iii. 7 rumored candidates for La Lt. Governor

### **B. Laine gave a Membership / Education Update**

- a. 66 new members
- b. LTA Connections: Oct 19<sup>th</sup> in Shreveport
- c. LTA Connections: Nov 17<sup>th</sup> in Baton Rouge
- d. Laine extended congratulations to Ralph Calhoun for the Biedenharn Museum winning ABA's Best of the Best.
- i. Laine mentioned the Management Session will be in Monroe and Dr. Angelique Feaster Evans will be a speaker. (October 20-21)

### **C. Laura gave a Communications/ Marketing Update**

- a. Laura extended gratitude towards Golden Nugget and Visit Lake Charles for their work at Summit.
  - i. Attendance: 400
  - ii. Optional Event: 112
  - iii. Partner Showcase: 25 exhibitors
  - iv. Sponsorships: \$131,000
  - v. QR Code Usage: 153 views
  - vi. FB Follower Increase: +134
  - vii. LN Follower Increase: +38
  - viii. Live Auction Income: \$19,750
- b. Laura mentioned the 2023/24 LTA Marketing Plan and thanked Josie and Natalie for their work.
  - i. Laura mentioned that it is not too late to buy into the 2022/23 LTA Marketing Plan.
- c. Laura shared that Culinary Trails will be in Charlotte, North Carolina.
  - i. Theme: Louisiana x Charlotte
  - ii. 14 Louisiana Chefs
  - iii. Media Preview: November 2, 2022
  - iv. Restaurant Night: November 3, 2022
  - v. Laura shared that Culinary Trails will be using "Clean Graffiti" to promote. In addition, there are several media buys, newsletters, and email blasts that will be used to promote as well.
  - vi. Laura shared that LOT is a sponsor both monetarily and via seafood for the media event.

d. Laura mentioned that Annual Meeting will be in New Orleans on January 19-20<sup>th</sup> at the Higgins Hotel.

e. Laine mentioned that there is one item left on the media auction.

**VIII. Unfinished Business / New Business/ Kyle Edmiston**

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

B. Kyle mentioned that the next LTA meeting will be on December 6, 2022 in New Orleans @ the Roosevelt Hotel from 1-5 pm.

a. Kyle shared that this meeting will be when LTLA gives their final presentations.

**IX. Adjourn Meeting**

A. Kyle asked for a motion to adjourn.

**ACTION #3: Jill Kidder** moved to adjourn. **Dickie Brennan** seconded the motion. Motion carried.

**ACTION ITEMS:**

**ACTION #1: Jill Kidder** moved to accept the minutes from the June 2022 LTA Board Meeting. **Cody Gray** seconded the motion. No discussion. Motion carried.

**ACTION #2: Sondra Corbitt** moved to accept the July 2022 Financials. **Cody Gray** seconded the motion. No discussion. Motion carried.

**ACTION #3: Jill Kidder** moved to adjourn. **Dickie Brennan** seconded the motion. Motion carried.