



LOUISIANA  
TRAVEL  
ASSOCIATION

12/15/21 / Zoom

LTA Full Board Meeting / Hilton Garden Inn West Monroe

## Minutes

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### **Present**

Dickie Brennan

Alana Cooper

Ben Berthelot

Carla Tate

Sondra Corbitt

Stacy Brown

Arlene Gould

Chris Landry

Jady Regard

Jay Sharplin

Joanna Folsie-Alexander

Mike Buckley

Morgan Moss

Nelson Gumm

Nimesh Zaver

Ralph Ney

Stephen Watson

Rebecca Blankenbaker

Jeremy Cooker

### **Absent**

Donna O'Daniels

Kyle Edmiston

Paul Arrigo

Stephen Perry

Kevin Dolliole

### **LTA Staff**

Jill Kidder

Laine Garner

Laura Cating

Emmie Fuson

### **LOT**

Lynne Coxwell

### **Sponsor**

Misty Shaw Feder

Darren Dunn

Julie Kunkle

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

- a. Dickie called the meeting to order and thanked everyone for participating.
  - i. Dickie extended gratitude to Alana for their hospitality in West Monroe/Monroe.
  - ii. Alana introduced the Mayor of West Monroe, Stacy Mitchell.

## **II. Introduction of Sponsor**

- a. Dickie introduced Misty Shaw-Feder from Gray TV and Darren Dunn from Zartico.
- b. Gray Media Presentation – Misty Shaw-Feder
  - i. 197 stations
  - ii. 113 Markets
  - iii. 38% US Market Share
  - iv. Premion – OTT Network, attached to 120 media brands (Including A & E, Lifetime, HGTV, NBC, etc)
  - v. 4 Production Studios
  - vi. Purchased the General Motors Facility in Georgia - will now be the largest studio in Georgia.
- c. Zartico Presentation – Darren Dunn
  - i. Introduction of Julie Kunkle, new addition to the Zartico team as the Sales Director.
  - ii. Knowing the why, to react with purpose and action.
  - iii. Zartico has developed a Destination Operating System centered around management vs marketing.
  - iv. Zartico uses geolocation, event data, and credit card data to build insights regarding high frequency and high data solutions.
  - v. Geolocation answers the questions, “Who is coming? Where are they going? How much are they spending? How are they being influenced?”

- vi. The DMO Intelligence was built for the CEO to become better stewards of the community.

### III. Roll Call

- a. Dickie asked Emmie to call the roll.
- b. Emmie called the role, quorum confirmed.

### IV. Approval of Minutes

- a. Dickie called on Ralph to present the minutes. Ralph asked if everyone received and had a chance to review the June minutes as sent out in advance of the meeting.
  - i. Jeremy Cooker asked to edit the Minutes to include Stephen Watson as “present” in the October 2021 Minutes.

**ACTION #1: Ben Berthelot** moved to accept the October 2021 Minutes with the addition of Stephen Watson as present. **Arlene Gould** seconded the motion. No discussion. Motion carried.

### V. Financial Report

- a. Dickie called on Alana to present the October 2021 financials
  - i. Total Assets: \$973,692
  - ii. Total Liabilities & Net Assets: \$973,692

**ACTION #2: Sondra Corbitt** moved to accept the October 2021 Financials. **Stacy Brown** seconded the motion. No discussion. Motion carried.

- b. Dickie calls on Alana to present the LTA 2022 Budget for approval
  - i. Alana noted that the team at LTA looked at 2019 actuals and 2021 projections to build the 2022 LTA Budget.
  - ii. Projection for 2022:
  - iii. Laine noted that 22 new members, 33 more needed.
  - iv. Alana mentioned that LTA this year is allocating money allocated last year from Chairman’s Circle advocacy to the membership budget.
  - v. Alana noted the increase in educational programs.
  - vi. Alana mentioned the success of the print/digital campaigns.

- vii. Jill mentioned that we have applied for the CARES ACT federal employee tax credit. It would be a \$43,000 tax credit that would go to the bottom line in 2022. We did not list this credit in the budget, but fully anticipate the credit will be realized.

**ACTION #3: Nimesh Zaver** moved to accept the LTA 2022 Budget. **Stacy Brown** seconded the motion. No discussion. Motion carried.

## **VI. Chairman Report**

- a. Dickie called on Lynne Coxwell to give his report on the Louisiana Office of Tourism.
  - i. Lynne mentioned the Attractions Grant that will be specifically to enhance the visitor experience.
  - ii. \$20,000 maximum
  - iii. \$4,000 to put the LOT logo on the website
  - iv. Criteria found on website.
  - v. For further information, contact Lindsey Schmitt at [LSchmitt@crt.la.gov](mailto:LSchmitt@crt.la.gov).
  - vi. Lynne gave a summary of the Travel South International Showcase success.
  - vii. 378 delegates in attendance
  - viii. 113 international buyers in attendance
  - ix. 17 countries represented
  - x. 9 pre and post FAMS took place
  - xi. 121 operators, journalists, global reps participated in the FAMS
  - xii. Lynne presented the Louisiana Office of Tourism Recovery Analysis from Zartico using the Sunshine Plan.
  - xiii. Lynne noted that all comparisons are from 2019.
  - xiv. Lynne mentioned that in state visitors continue to be an integral audience during recovery.
  - xv. Lynne shared that 2021 visitor spending pacing to exceed spending in 2019.
  - xvi. Dispersion patters relatively unchanged Year Over Year.
  - xvii. Lynne mentioned to contact her for research specific to regions, attractions, etc.

- b. Dickie asked Ben to present the Slate of Officers and Directors
  - i. Ben presented the Slate of Officers on page 12 after the nomination calls took place.
  - ii. Ben noted the new Directors, Ralph Calhoun, Cody Gray, Aaron Dirks, and Brandy Christian pending approval.

**ACTION #4: Ben Berthelot moved to accept the Slate of Officers and Directors. Sondra Corbitt seconded the motion. No discussion. Motion carried.**

- c. Dickie provided an update on CEO/President Contract.
  - i. Dickie announced that Jill Kidder's contract was adjusted and approved for another 3 years by the Executive Officers/Committee.

## **VII. LTA Staff Report**

- a. Jill provided a President/CEO Report
  - i. Jill noted that LTA has secured \$87.5 million in ARPA funding for travel.
  - ii. Jill mentioned that LTA added 3 new educational programs (CEO Forum, CTS, Sales & Marketing Symposium)
  - iii. Jill thanked Kyle Edmiston and Walt Leger for their work in ARPA funding.
  - iv. Jill noted that LTA launched investor partnership model and placed \$1.4 million of advertising on behalf of our members.
- b. Laura provided a Communications & Marketing Update
  - i. Laura mentioned that on February 2-3, Annual Meeting will take place in Alexandria.
  - ii. Laura noted that the Culinary Trails "Block Party" will take place in Houston.
  - iii. Laura mentioned that the LTA Exec Board voted on a handful of Louey award categories, but outside judges are currently judging the remaining categories.
- c. Laine provided a Membership & Sales Update

- i. Laine reminded that all renewals are in the mail for the 2022 year.
- ii. Laine noted that LTA has developed 3 marketing packages to give attractions discounted marketing opportunities with their LOT attraction's grant
- iii. Laine mentioned that the West Feliciana Tourist Commission is interested in becoming a designated LTA Certified Visitor Center. Laine shared that she had visited the center and they meet all eligibility requirements.

**ACTION #5: Nelson Gumm** moved to accept the West Feliciana Tourist Commission as an LTA Certified Welcome Center. **Arlene Gould** seconded the motion.

- iv. Laine extended gratitude towards those who partnered with us for the Travel South Dinner in New Orleans.
- v. Laine mentioned that LTA Connections will take place throughout the year. These are membership meetings where we invite current and potential members to join us in a relaxed atmosphere and informal update of LTA benefits and programs.
- vi. Laine shared that the LTLA Class of 2021 will be presenting their final presentations today and the 2022 Class will be 24-26 people.

## **VIII. Unfinished Business / New Business**

- a. Jill provided a review of LTA 2022 Events.
  - i. Jill shared that Emmie will be sending out the LTA, LACVB and TravelPAC 2022 Calendar of Events With the meeting follow-up.

- b. Dickie reminded that next meeting is on February 3, 2022 @ 9:30 @ Annual Meeting in Alexandria
- c. Dickie asked if there is any unfinished business to bring before the board.
  - i. Alana noted that LTA will no longer be using CFO by Design. Alana mentioned that LTA will be using Frazer & Persac who will officially be starting February 1, 2022.
  - ii. Alana also mentioned that Shelia Snow is the VP of Communications of Discover Monroe – West Monroe and is present.
  - iii. Dickie noted that it has been a pleasure to serve the Board for this past year.

## IX. Adjournment

**ACTION #6: Nelson Gumm** moved to adjourn. **Morgan Moss** seconded the motion.

### ACTION ITEMS:

**ACTION #1: Ben Berthelot** moved to accept the October 2021 Minutes with the addition of Stephen Watson as present. **Arlene Gould** seconded the motion. No discussion. Motion carried.

**ACTION #2: Sondra Corbitt** moved to accept the October 2021 Financials. **Stacy Brown** seconded the motion. No discussion. Motion carried.

**ACTION #3: Nimesh Zaver** moved to accept the LTA 2022 Budget. **Stacy Brown** seconded the motion. No discussion. Motion carried.

**ACTION #4: Ben Berthelot** moved to accept the Slate of Officers and Directors. **Sondra Corbitt** seconded the motion. No discussion. Motion carried.

**ACTION #5: Nelson Gumm** moved to accept the West Feliciana Tourist Commission as an LTA Certified Welcome Center. **Arlene Gould** seconded the motion.

**ACTION #6: Nelson Gumm** moved to adjourn. **Morgan Moss** seconded the motion.