

**LOUISIANA TRAVEL ASSOCIATION
BOARD OF DIRECTORS MEETING
Courtyard by Marriott Covington/Mandeville
Oak and Cypress Board Rooms
UberConference (225) 755-9481
December 12, 2018
8:30am-11:45am**

Board Members Present

Travis Napper, Chairman
Janice Delerno Verges, Vice Chair
Ben Berthelot, Secretary
Marc Becker
Peggy Benoit
Dickie Brennan
Timothy Bush
Alana Cooper
Brandy Evans
Marion Fox
Dustin Gontarski
Arlene Gould

Andy LeBouef
Ralph Ney
Donna O'Daniels
Mark Romig, Immediate Past Chair
Lynette Tanner
Denise Thevenot

Via Conference Call

Kerry Andersen, Treasurer
Kathleen Rainey

LTA Staff Present

Jill Kidder
Laine Garner
Laura Cating
Charlie Waltman
Anna White

Board Members Absent

John Crook
Jennifer Guidry
Kevin Kelly

I. CALL TO ORDER/ANNOUNCEMENTS

Chairman Travis Napper called the meeting to order at 8:30am and thanked everyone for attending. Travis recognized Donna O'Daniels and the Northshore for hosting a festive board reception and dinner the evening prior at Annadele's Plantation.

Donna welcomed the board to the Northshore and announced that St. Tammany has had a great year. St. Tammany is working with the Lt. Governor on a Fontainebleau State Park project.

Secretary Ben Berthelot called the roll and quorum was present.

II. APPROVAL OF BOARD MINUTES

Approval of September 19, 2018 Board of Directors Meeting Minutes.

ACTION #1: Mark Romig **moved to accept minutes of the September 19, 2018 board meeting.** Marion Fox seconded the motion. Motion carried.

III. FINANCIAL REPORT

A. Kathleen Rainey presented the Balance Sheet as of October 31, 2018, that Checking/Savings \$267,307.64, Accounts Receivable \$177,198.00, Other Current Assets \$33,276.13 along with Fixed Assets \$461,839.90 bringing Total Assets to \$939,621.67. Total Current Liabilities Accounts Payable \$176,388.05, Other Current Liabilities \$158,581.18, along with Total Equity \$604,652.44 and which includes a new loss of (\$65,556.73) brought Total Liabilities & Equity to \$939,621.67.

The 2018 Profit & Loss had Total Administration Revenue \$80,987.45, LTA Membership Income \$194,147.48, Total Income \$2,124,736.99. Cost of Goods Sold \$1,295,417.48, Gross Profit \$829,319.51, Operating Expenses \$872,620.75, Other Net Loss (\$22,255.49), Net Loss \$(65,556.73). We were over our expected loss by (\$4,298.15).

Jill discussed the \$36,000.00 spent on the branding campaign. LTA has absorbed what we could of the branding expenses within this year's budget and capitalized the remainder. All of the expenses hit cash accounts and the rest is in the depreciation schedule and has landed on the balance sheet.

Other issues affecting cash flow: 1) Miles Media will receive invoice for their \$50,000.00 in royalty fees in December. LTA usually bills Miles in September but agreed to bill in December in 2018. Payment expected in January 2019. This payment for 2019 Visitor's Guide royalty fee has steadily been reduced over the year. The fee for

2018 guide was \$70,000. 2) The State has been billed \$35,000 for Culinary. The payment is expected in January 2019.

ACTION #2: Janice Delerno Verges moved to accept the October 2018 financials. Peggy Benoit seconded the motion. Motion carried.

B. Kerry Anderson presented the December 2018 Finance Committee Meeting Minutes

ACTION #3: Mark Romig moved to accept the December 2018 Financial Meeting Minutes. Marion Fox seconded the motion. Motion carried.

IV. CHAIRMAN REPORT

A. Megan Ryburn presented LOT updates and Staycation video:
<https://vimeo.com/firesidefilmsla/review/303603581/fcaaecef93>

B. Lynne Coxwell presented LOT research updates:
<https://www.dropbox.com/s/69wzuwthvuw84m2/LOT%20Research%20for%20LTA%20Board%20Meeting%20Dec%202018%20%28002%29.pptx?dl=0>

C. Travis Napper announces Jill Kidder's contract renewal for 3 years.

D. Travis presents the 2019 Slate of Officers and Directors

CHAIRMAN
Janice Delerno Verges, The Stockade Bed & Breakfast

VICE-CHAIR
Ben Berthelot, Lafayette Convention & Visitors Commission

SECRETARY
Kerry Andersen, Independent Consultant

TREASURER
Kyle Edmiston, Lake Charles SWLA CVB

PAST CHAIR
Travis Napper, Ruston Lincoln Convention & Visitors Bureau

ACTION #4: Mark Romig moved to accept the 2019 Slate of Officers and Directors. Alana Cooper seconded the motion. Motion carried.

E. Travis acknowledges the service of those going off the board: Mark Becker, Mark Romig, Dustin Gontarski, Jennifer Ritter Guidry

F. Travis presents the 2019 LTLA incoming class of 25 members, exceeding the Education goal for 20 members. LTLA has graduated 100 LTLA students in 4 years. For 2019, the LTLA alumni are providing two scholarships.

V. PRESIDENT/CEO REPORT

A. Updates:
Jill recognized Laine Garner, Laura Cating and Anna White for assistance and hard work at LTA. Jill announces the LTA Annual Meeting is scheduled for January 23-24 in Alexandria, LA. The new board will meet for orientation at the Annual Meeting. There will be a Young Professionals seminar on future of travel industry.

B. Jill presents the 2019 LTA Goals and Objectives:

- a. Unify the Louisiana Travel Industry
- b. Educate our Travel Professionals
- c. Offer unmatched marketing programs with cutting edge, measurable delivery methods
- d. Create equally beneficial partnerships
- e. Lead Louisiana's travel advocacy efforts
- f. Communicate trends, issues and progress with members and partners

Jill asks the board to send additions/revisions to goals where necessary.

C. Jill presents the Short-term Rental updates
 NOLA Hotel Lodging Association recommended Ordinances Analysis and Amendment
 Lafayette - Voluntary Collection Agreement signed
 Ben Berthelot states that the first collections have come in and matched up with the local 4% tax.

D. Jill presents the LTPD update:
 Budgets were approved for this year and next
 The budget for next year, as presented by the LOT /Lt. Governor does not include the interagency transfers
 Lt. Governor asked for our help in the next session to secure funding for the other CRT agencies receiving interagency transfers - over \$5 million

E. Jill presented the 2019 Advocacy Focus and Goals:
 Believe nothing major will happen in the upcoming session -budget surplus and election year. Focus on the local level and protecting our funding at the local level. 5 of the 6 bills from this year's sessions were related to local elected leaders/communities coming after what has historically been funding for tourism marketing efforts -VEF and Occupancy Taxes. To prove our worth as an industry, our DMO's will need accurate research, strong public relations efforts, impeccable record keeping and full transparency.

Advocacy Toolkit:

Resources to educate elected officials and key stakeholders on travel's essential contribution to economic development in your community.

Link: <https://www.louisianatravelassociation.org/advocate/travel-impact-toolkit>

F. Laura Cating presented a report on the Joint Legislative Committee on the Budget by the Dedicated Fund Review Subcommittee. Excellent news! All CVBs proved they were using their funds wisely. All VEF funds have been recommended favorably by the JLBC.

XI. MARKETING – Laura Cating/Laine Garner

A. Laura Cating presented the Nashville Culinary Trails update:
 Culinary Trails: October 8-9, 2018
 11 Louisiana chefs in Nashville restaurants. Huge media response. 105 RSVPs. 3 morning shows.

B. Laine Garner presented the Florida Sales Mission update:
 LTA and LOT will conduct a sales mission to Orlando, FL in March 2019 to interact with major tour operators who are responsible for bringing business to Louisiana. Sign up is now.

C. Laine Garner presents 2019-2020 Visitor's Guide update:
 2019 Visitors Guide expected to arrive January 3-4,2019 and it looks very much like a beautiful magazine. New to the guide this year are coupons at the back. Mark will be shipping to the centers immediately.

D. Laine Garner presents the 2019 Official Golf Guide update:
 30,000 have been printed and will be going out to a total of 11 golf shows. 13 cases of the guide are being shipped internationally. In addition, LTA will be placing digital media to promote the guide.

XII. EDUCATION – Laine Garner

A, Laine presents the 2019 Webinars update:

Free to LTA Members.
February, May, June, September, October 2019 from 10am-11am.
Participation is up and being advertised on social media.

B. Laine announced the LTA alumni group has reviewed the application received from those wishing to apply for the 2019 LTLA available scholarships. The group recommends the 2019 LTLA scholarships go to Serena Gray of Webster CVB and Kimberly Chauvin of David Chauvin's Seafood Company

ACTION #5: Chairman Travis Napper called for motion to accept the LTLA alumni recommended scholarship recipients. Arlene Gould and Andy LeBouef seconded the motion. Motion carried.

XIII. MEMBERSHIP – Laine Garner

Laine Garner presented the list of 47 new LTA members in 2018 and presented the board with a copy of the 2019 LTA membership brochure

IX. UNFINISHED BUSINESS

Travis called for any unfinished business. None was reported.

X. NEW BUSINESS

A. Laura Cating presented the LTA Annual Meeting flyer. The date is January 23-24 in Alexandria, LA at the Holiday Inn Alexandria and Hotel Bentley. The keynote speaker will be Dima Ghawi speaking on Leadership and Being the Change Agent.

B. Travis Napper made reference to the 2019 Board meeting dates/locations in the packet.

XI. SHORT BREAK

XII. LTLA CLASS PRESENTATIONS

The 2018 LTLA class finished their year with a presentation outlining their group projects for the year. A list of the class members and their respective groups are attached.

Social Media Second Line: https://www.dropbox.com/s/5hamusde6xn6y47/2LTLA%20Board%20Presentation_Final-%2012-11-18.pdf?dl=0

Capitol Tailgators:

https://www.dropbox.com/s/p0923r1dki5c1gt/CapitolTailgators_Advocacy_Tool_Kit_for_Tourism_Professionals12.6.18.pdf?dl=0

GPS – SWOT Analysis: https://www.dropbox.com/s/rcyrtnikadr3d01/GPS%20Presentation_LTA%20Board.pdf?dl=0

KNACK – Marketing Plan:

https://www.dropbox.com/s/tah1gpo3zfmpr1w/Knack%20Marketing%20Project_Avoyelles%20Parish.pdf?dl=0

XIII. MISSION MANIFEST

A. Register for and invite one potential new member to join you for the Annual Meeting. Let Laine Garner know who you have invited for her to follow up with them.

B. Schedule meetings with your legislators now while they are home in the fall and winter.

XIV. ADJOURN

ACTION #6: Peggy Benoit moved to adjourn. Mark Romig seconded the motion. Motion carried.

ACTION #1: Mark Romig moved to accept minutes of the September 19, 2018 board meeting. Marion Fox seconded the motion. Motion carried.

ACTION #2: Janice Delerno Verges moved to accept the October 2018 financials. Peggy Benoit seconded the motion. Motion carried.

ACTION #3: Mark Romig moved to accept the December 2018 Financial Meeting Minutes. Marion Fox seconded the motion. Motion carried.

ACTION #4: Mark Romig moved to accept the 2019 Slate of Officers and Directors. Alana Cooper seconded the motion. Motion carried.

ACTION #5: Chairman Travis Napper called for motion to accept two scholarship recipients. Arlene Gould and Andy LeBouef seconded the motion. Motion carried.

ACTION #6: Peggy Benoit moved to adjourn. Mark Romig seconded the motion. Motion carried.