



LOUISIANA TRAVEL ASSOCIATION

Zoom Meeting Minutes
October 5, 2021 | 9:00 AM
MINUTES

Present:

Dickie Brennan
Kyle Edmiston
Ralph Ney
Stephen Perry
Alana Cooper
Arlene Gould
Paul Arrigo
Chris Landry
Morgan Moss
Carla Tate
Mike Buckley
Jeremy Cooker
Nelson Gumm
Sondra Corbitt
Jady Regard
Nelson Gumm
Stacy Brown
Kevin Dolliole

Absent:

Walt Leger
Ben Berthelot
Donna O'Daniels

LOT Present:

Doug Bourgeois
Jeffrey Harlan
Lynne Coxwell

LTA Staff Present:

Jill Kidder
Laine Garner
Laura Cating
Emmie Fuson

CFO by Design

Doreen Pappas

I. Call to Order/Announcements

- a. Chair Dickie Brennan calls the meeting to order and thanks everyone for joining via Zoom.
- b. He thanks Kevin Kelley and Tracy Browning for their willingness to host and hold the meeting at Houmas House.

II. Approval of Minutes

- a. Secretary Ralph Ney presents the minutes from the June 2021 board meeting (Minutes in packet pgs. 1-4).

ACTION #1: Arlene Gould moved to accept the minutes from the June 2021 LTA Board Meeting. Stephen Watson seconded the motion. No discussion. Motion carried.

III. Financial Report

- a. Treasurer Alana Cooper refers to the July 2021 financials that were sent to everyone in their packets.
- b. Doreen Pappas from CFO by Design presents the July 2021 financials.
 - i. Operating Cash as of July 2021 is \$409,000
 - ii. Reserves as of July 2021 is \$529,000

- iii. Current reserves are for 70 days, hoping to reach 120 days of reserves.
- iv. July's total revenue is \$1.85 million.
- v. Positive change in net assets.
- vi. Stephen Watson asks if we have predictions for the August and September Financials.
- vii. Jill Kidder reminds the Board that LTA will be down from what we budgeted, and that PPP loan forgiveness has been applied for and should cover the majority of the potential 2021 shortfall compared to the budget.

ACTION #2: Kevin Dolliole moved to accept the July 2021 Financials. Ralph Ney seconded the motion. No discussion. Motion carried.

- c. Alana Cooper presents the LTA Investment Strategy Framework
 - i. Alana reminds that this would serve as the recommendation of strategy for investments moving forward, while giving the Executive Committee or Investment Committee the navigational room to respond to the marketplace.

ACTION #3: Kevin Dolliole moved to accept the LTA Investment Strategy Framework. Kyle Edmiston seconded the motion. No discussion. Motion carried.

IV. Chairman's Report

- a. Dickie provides a Chairman's Report.
 - i. Dickie reminds everyone that Ben Berthelot met with the Nominating Committee and will meet again in November. Please send in your nominations.
 - ii. Dickie asks for volunteers to chair the DEI Committee in the midst of Brandy Evans recent resignation from the Board. Brandy has accepted a position in Wichita.
 - iii. Dickie extends his prayers and concern for John Crook who recently had bypass surgery and is currently undergoing recovery.
- b. Dickie calls on Assistant Secretary Doug Bourgeois, Deputy Assistant Secretary Jeff Harlan, and Director of Research Lynne Coxwell for a tourism update.
 - i. Doug shares that the LOT Homecoming campaign ads are currently running.
 - ii. Travel South International will be held in Louisiana on November 30- December 3rd.
 - iii. Doug shares that the Office of Tourism will announce a new grant in the upcoming weeks regarding attraction recovery.
 - iv. Jeff says that he presumes the budget for the upcoming year will be healthy.
 - v. Lynn provides a summary of July Tourism Research.
 - vi. Louisiana's occupancy is down 8.3% over August 2019.
 - vii. Since last month (July), occupancy decreased by 17.4%.
 - viii. Louisiana's demand increased 29.1% year-to-date.
 - ix. Louisiana's short-term lodging occupancy increased 23% over August 2019.
 - x. Since last month (July), short-term lodging occupancy is down 18.5%.
 - xi. Property demand (nights) increased by 45.2% year-over-year.
 - xii. Gaming revenue increased by 6.3% over August 2020.
 - xiii. 32% of travelers are choosing drive destinations over fly destinations. (Longwoods International)

V. LTA Staff Report

- a. Admin Report – Jill

- i. Jill reminds the Board that Tiffany Shultz’s last day will be October 15th, Josie Evans will take on the role of Marketing Manager. Jill also reminds that Emmie Fuson will serve as the Board Liaison and TravelPAC Coordinator.
 - ii. Jill extends congratulations to those who won Shining Example awards at the most recent STS Meeting in Spartanburg. (Alana & her team, Kyle & Mayor Hunter, and Jay Robichaux with River Parishes)
 - iii. Jill makes note that the Division of Administration portal to apply for the ARP funds is open and deadline has been extended to the end of the month.
 - b. Development & Membership Update – Laine
 - i. Laine shares that for the first time in 14 years, membership retention has dropped below 90%.
 - ii. Laine exclaims that there were 36 new members who joined in 2021.
 - iii. Laine provides a summary of the new packages for membership. She outlines that there are 5 packages, and the benefits are included in the packet.
 - c. Education update – Laine
 - i. Laine shares that the 4th session of CTS will begin next month.
 - ii. There will be 46 graduates from the program.
 - iii. Laine provides a summary of LTLA and its successes throughout the years. Explains that they will be putting together an alumni panel to review and/or edit the process as needed.
 - d. Marketing & Communications update – Laura
 - i. Laura provides a summary about the marketing plan and encourages participation.
 - ii. Laine shares that the Golf & Louisiana Program’s deadline is December 15th.
 - iii. Laura shares that Culinary Trails will be postponed till January.
 - iv. Laura reminds the Board that the Louey Award nominations are open. The Awards have 15 categories, with 21 winners.
 - v. Laura makes notes of the addition of two new awards, the Louisiana Spirit Award, and the Marion “Butch” Fox Advocacy Award.
 - e. LTA Advocacy update
 - i. Jill shares that LTA will provide a 2022 Legislative Priorities at the Annual Meeting. We will send the current policy goals to the board for suggestions, additions, and/or changes for 2022.
 - ii. Jill reminds the Board that LTA will be working with New Orleans to establish a Tourism Caucus in the Legislature.
 - f. Summit 2021 Review
 - i. Laura shares a summary of Summit. She expresses her gratitude for New Orleans & Company and the Roosevelt for their hospitality.
 - ii. Laura reminds that they had to meet a food and beverage minimum to the Roosevelt.

VI. Unfinished Business | New Business

- a. Dickie asks if there is any unfinished business.

VII. Laura summarizes the proposed RFP and schedule for Annual Meeting. (pgs 26-31)

VIII. Laura notes the addition of the Elite Media Reveal for September of 2022.

- a. Jill shares a general overview of the LTA 2022 Calendar and tells the Board they will receive it in the follow-up email.
- b. Dickie reminds that the next meeting will be held in Monroe on December 14-15.
- c. Dickie expresses gratitude towards the hard work of LTA and flexibility they exhibited at Summit.

IX. Adjourn

- a. Dickie asks for motion to adjourn meeting.

ACTION #4: Paul Arrigo moved to adjourn. Jady Regard seconded the motion.

ACTION ITEMS:

ACTION #1: Arlene Gould moved to accept the minutes from the June 2021 LTA Board Meeting. **Stephen Watson** seconded the motion. No discussion. Motion carried.

ACTION #2: Kevin Dolliole moved to accept the July 2021 Financials. **Ralph Ney** seconded the motion. No discussion. Motion carried.

ACTION #3: Kevin Dolliole moved to accept the LTA Investment Strategy Framework. **Kyle Edmiston** seconded the motion. No discussion. Motion carried.

ACTION #4: Paul Arrigo moved to adjourn. **Jady Regard** seconded the motion.

