

Louisiana Travel Association

Board of Directors Meeting

L'Auberge Baton Rouge
777 L'Auberge Avenue | Baton Rouge, LA 70820
January 26, 2021 | 2 PM

MINUTES

Present:

Paul Arrigo
Peggy Beniot
Ben Berthelot
Rebecca Blankenbaker
Dickie Brennan
Mike Buckley
Alana Cooper
Sondra Corbitt
John Crook
Janice Delerno-Verges
Kyle Edmiston
Brandy Evans
Joanna Folse-Alexander
Arlene Gould
Eric Hoffman
Chris Landry
Morgan Moss
Ralph Ney
Donna O'Daniels
Jady Regard
Jay Sharplin
Stephen Watson

On Conference Line:

Jeremy Cooker
Kevin Dolliole

Absent:

Kevin Kelly
Nick Zaver

LOT Present:

Doug Bourgeois
Lt. Governor
Julie Samson

LTA Staff Present:

Jill Kidder
Laine Garner
Laura Cating
Madeline Brown

CFO by Design Present:

Doreen Pappas

I. Call to Order/Announcements

- a. Chair Ben Berthelot called the meeting to order at 2 p.m. and thanked everyone for joining either in person or via UberConference.

II. Approval of Minutes

- a. Secretary Alana Cooper presented the minutes from the December 2020 board meeting (minutes in packets).

ACTION #1: Ralph Ney moved to accept the minutes from the December 2020 LTA Board Meeting. Peggy Benoit seconded the motion. Motion carried.

III. Financial Report

- a. Treasurer Kyle Edmiston presented the 2019 Financial Review conducted by P&N. He referred to the financial statements from December 31, 2019 that were sent to everyone in their packets.

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ACTION #2: Donna O'Daniels moved to accept the Financial Review by P&N. Jay Sharplin seconded the motion. Motion carried.

- b. Kyle referred to the proposed budget for 2021 (in packet). He stated the motion to accept the 2021 Budget comes from the Executive Committee after they reviewed and approved the Budget.

ACTION #3: Alana Cooper seconded the motion. Motion carried.

- c. Kyle acknowledged that we do not have the December financials. CFO by Design is working diligently to get us those, but he thought the budget would be more important to have for the meeting. We should have them in early February and will send them out. We will review them next board meeting.
- d. Jill referred to CFO by Design, explaining that they are the boutique firm LTA hired in November to handle all financials.
- e. Jill gave an update on LTA's PPP loan application. CFO by Design is working with LTA and the audit firm, P&N, to ensure the PPP loan paperwork is in order and therefore becomes a grant. LTA will be coming in at under the small loan cap of \$150,000 for PPP as it stands right now. This should make all paperwork and record keeping much easier for loan forgiveness. She will keep everyone informed on the status of the application.

IV. Chairman's Report

- a. Chair Ben welcomed our new board members and invited them to introduce themselves:

Officers (one-year term):

Past Chairman: Ben Berthelot, Pres/CEO Lafayette CVC
Chairman: Dickie Brennan, Owner Dickie Brennan & Co.
Vice Chairman: Kyle Edmiston, Pres/CEO Visit Lake Charles
Treasurer: Alana Cooper, Pres/CEO Monroe-West Monroe CVB
Secretary: Ralph Ney, General Manager Baton Rouge Marriott

Board Positions (three-year terms):

Mike Buckley, VP Executive Director of Operations Golden Nugget Casino and Resort
Chris Landry, VP Regional Director of Sales LBA Hospitality
Jady Regard, Pres./CEO Cane River Pecan Company
Stephen Watson, Pres./CEO National WW II Museum

- b. Chair Ben acknowledged board members completing their terms of service, and allowed those present to say a few words: Janice Delerno-Verges, Timothy Bush, Kevin Kelly, Peggy Benoit, and Eric Hoffman
- c. Chair Ben referred to the bylaw changes (in packet). Because of the newly appointed Chairman's Circle, the bylaws had to be amended. It has been clarified to say that if someone is already on the board and they sign up for the Chairman's Circle, they get one board slot. The number of allowable board members has also been increased.

ACTION #4: The bylaw change was approved by the Governance Committee and comes to the association board in the form of a motion. Ralph Ney seconded the motion. Motion carried.

V. Louisiana Lieutenant Governor's Remarks

Ben called on Lt. Governor Billy Nungesser for remarks. Lt. Governor gave an update on events, reopening, unveiling of Civil Rights Trail, and more. Details can be found in the recording.

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VI. Louisiana Office of Tourism Update

Ben called on Assistant Secretary Doug Bourgeois for a tourism update. Doug gave an update on the Sunshine Grants, "Louisiana is a Trip" campaign, CrowdRiff stories, and more. Details can be found in the recording.

VII. President/CEO Report – Jill Kidder

- a. Jill referred to the "Mission, Goals & Objectives" page and the "2020 Wins to Celebrate" (both are in packet).
- b. Councils & Committees Reports
 - i. Advocacy report was given at Dec. 2020 meeting
 - ii. Donna O'Daniels will co-chair the Southeast Tourism Society's congressional Summit with Jill. All are invited to join June 21-24.
 - iii. Calendar of advocacy events and programs are included in packet
 1. A virtual visit of Capitol Hill will also be available March 3-4.
 2. Tourism Day at the Capitol will be May 5.
- c. Marketing – Laura
 - i. Golf Campaign
 1. 14 participants and will be printed by the beginning of February
 - ii. Louisiana Culinary Trails
 1. More than 600 social media posts since October with significant engagement!
 - iii. Print/Digital 2020
 1. Ended the year having placed \$960,000+ worth of marketing on behalf of our members. Although this is significantly under our original \$1.3 million budget, it is a significant accomplishment given that about 25 of our budgeted publications did not go to print.
- d. Membership – Laine
 - i. Retained 86.4% renewal rate of membership during pandemic and economic crisis thanks to consistent team outreach and member commitment.
 - ii. Thank you to 16 Premium Partners for upgrading their partnerships to Chairman's Circle or other investment model programs. A list of those investment partners are included on the PowerPoint presentation.
 - iii. Retained 8 2020 Lost Members as of January
- e. Education – Laine
 - i. Graduating 23 members of the LTLA 2020 class
 - ii. Six-year total of graduates = 207
 - iii. 24 members in LTLA 2021 class

VIII. Unfinished Business – Ben Berthelot

- a. Jill referred to the Annual Meeting dinner schedule

IX. New Business

- a. 2021 LTA Spring Meetings Week | March 30-31, 2021 | Golden Nugget | Lake Charles, LA
- b. Next LTA Board Meeting | March 31, 2021 | 9:00 A.M. | Golden Nugget | Lake Charles, LA
- c. 2021 LTA Board Meeting Calendar

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ACTION #5: Kyle Edmiston moved to adjourn. **Alana Cooper** seconded the motion.

ACTION ITEMS:

ACTION #1: Ralph Ney moved to accept the minutes from the December 2020 LTA Board Meeting. **Peggy Benoit** seconded the motion. Motion carried.

ACTION #2: The approval of the financial review comes as a recommendation from the Executive Committee. Jay Sharplin seconded the motion. Motion carried.

ACTION #3: The approval of the 2021 Budget comes to the board in the form of a motion from the Executive Committee. Alana Cooper seconded the motion. Motion carried.

ACTION #4: Changes to the bylaws come to the board in the form of a motion from the Executive Committee. Ralph Ney seconded the motion. Motion carried.

ACTION #5: Kyle Edmiston moved to adjourn. **Alana Cooper** seconded the motion.