

Louisiana Travel Association

Board of Directors Meeting

Golden Nugget Lake Charles
2550 Golden Nugget Blvd | Lake Charles, LA 70601
March 31, 2021 | 10 AM

MINUTES

Present:

Dickie Brennan
Kyle Edmiston
Ralph Ney
Alana Cooper
Ben Berthelot
Stacy Brown
Carla Tate
Sondra Corbitt
Donna O'Daniels
Mike Buckley
John Crook
Kevin Dolliole
Brandy Evans
Joanna Folse-Alexander
Arlene Gould
Chris Landry
Morgan Moss
Jady Regard
Jay Sharplin
Stephen Watson
Nimesh Zaver
Rebecca Blankenbaker
Nelson Gumm

Absent:

Stephen Perry
Paul Arrigo
Jeremy Cooker

LOT Present:

Doug Bourgeois
Jeff Harlan
Leanne Weill
Megan Ryburn
Jennifer Berthelot

LTA Staff Present:

Jill Kidder
Laine Garner
Laura Cating

CFO by Design

Doreen Pappas

I. Call to Order/Announcements

- a. Chair Dickie Brennan called the meeting to order and thanked everyone for joining either in person or via UberConference.
- b. He thanked Compass Media for sponsoring the Board Meeting and gave Elise Ankerson a few minutes to talk about Compass and what they are offering in 2021.

II. Approval of Minutes

- a. Secretary Ralph Ney presented the minutes from the January 2021 board meeting (minutes in packets).

ACTION #1: Arlene Gould moved to accept the minutes from the January 2021 LTA Board Meeting. John Crook seconded the motion. No discussion. Motion carried.

III. Financial Report

- a. Treasurer Alana Cooper referred to the December 2020 financials that were sent to everyone in their packets.
- b. Doreen from CFO Design covered the highlights from the December 2020 Financials. These can be found on p. 5-9 in the packet.

Louisiana Travel Association

Board of Directors Meeting

ACTION #2: Ben Berthelot moved to accept the December 2020 Financials. **Stacy Brown** seconded the motion. No discussion. Motion carried.

- c. Alana referred to the January 2021 Financials.
- d. Doreen covered the highlights from the January 2021 Financials. These can be found on p. 10-14 in the packet.

ACTION #3: Kyle Edmiston moved to accept the January 2021 Financials. **Arlene Gould** seconded the motion. No discussion. Motion carried.

- e. Alana presented the minutes from the Finance Committee meetings on Feb. 25 and March 16.

ACTION #4: Alana Cooper moved to accept the Finance Committee minutes from Feb. 25 and March 16. **Sondra Corbitt** seconded the motion. No discussion. Motion carried.

- f. Alana gave a current financial position update, including: \$260,000 in investment account; \$561,000 in the cash balance; \$470,247 in payables; and \$151,580 in receivables.
 - i. Chairman Circle and membership bills are still going out, and we expect to see those invoices being fulfilled in the coming weeks.
- g. Alana gave an update on the PPP application. LTA was approved and received \$134,000+. CFO by Design is assisting LTA with keeping up with the expenses and documenting them so that when the time comes, we will be able to ask for forgiveness for the loan.
- h. Jill stated that there is a possibility we could apply for a second round of PPP.

IV. Chairman's Report

- a. Dickie called on Assistant Secretary Doug Bourgeois for a tourism update.
 - i. Doug states that they are working with LTA on their National Travel & Tourism Week (NTTW). This week is also when they unveil the markers for their Civil Rights Trail.
 - ii. The Capitol Park Welcome Center (that had been closed as a welcome center and opened as an event center) will be given back to the state on July 1. The visitor center in the Capitol remains open. As of July 1, the St. Francisville Welcome Center will close. They are looking at options to replace it in that area.
 - iii. Doug spoke about the following campaigns: "You Are My Sunshine," "Louisiana is a Trip," "Sportsman's Paradise" (a new micro campaign), and more. Details can be found in the recording.
 - iv. Doug gave an update on grant programs, advertising, LA social media, new trails, education, and research. These details can be found in the presentation.

V. LTA Staff Report

- a. Development & Membership Update – Laine
 - i. LTA has renewed 65% of the 2020 membership
 - ii. LTA is working on a Main Street Membership program
 - iii. Hoteliers Seminar will take place at the end of April
 - iv. LTA has attended in-person and virtual Travel Trade Shows and have met with 161 operators
- b. Education update – Laine
 - i. The LTLA 2021 class had a successful kickoff in New Orleans; next class will be in Baton Rouge and will be on advocacy
 - ii. The CTS Program has 46 participants; next virtual session is April 7

Louisiana Travel Association

Board of Directors Meeting

- c. Marketing & Communications update – Laura
 - i. RFP is currently out for new programs to be included in the next LTA Marketing Plan
 - ii. Sales & Marketing Symposium – June 21-22 in Lafayette

- d. LTA Advocacy update
 - i. LTA is working with LOT and the Lt. Governor’s office on messaging and publicity for National Travel & Tourism Week, May 2-8
 - ii. Tourism Day at the Capitol is May 5 – more details to come
 - iii. LTA will host LTLA for a day of advocacy education on May 4 and others in the industry will be invited to attend some “next steps” advocacy sessions – more details to come
 - iv. Congress has extended the PPP deadline through May 31
 - v. LACVB voted to remain neutral on OTA lawsuit

VI. Unfinished Business | New Business

- a. Next meeting: June 21-22, Lafayette (includes LTA Sales & Marketing Symposium)
- b. Kyle Edmiston asked that LTA create a task force to focus on how we can lead efforts to create a pipeline of diverse candidates for tourism leadership, possibly including mentoring opportunities.

ACTION #5: Arlene Gould moved to adjourn. **Ben Berthelot** seconded the motion.

ACTION ITEMS:

ACTION #1: Arlene Gould moved to accept the minutes from the January 2021 LTA Board Meeting. **John Crook** seconded the motion. Motion carried.

ACTION #2: Ben Berthelot moved to accept the December 2020 Financials. **Stacy Brown** seconded the motion. No discussion. Motion carried.

ACTION #3: Kyle Edmiston moved to accept the January 2021 Financials. **Arlene Gould** seconded the motion. No discussion. Motion carried.

ACTION #4: Carla Tate moved to accept the Finance Committee minutes from Feb. 25 and March 16. **Sondra Corbitt** seconded the motion. No discussion. Motion carried.

ACTION #5: Arlene Gould moved to adjourn. **Ben Berthelot** seconded the motion.