



## **Minutes**

**Meeting:** LTA Board of Director's Meeting, June 29, 2022 / 8:30 A.M.

**Call in #:** (225)755-9481

### **Present**

Kyle Edmiston

Alana Cooper

Ralph Ney

Dickie Brennan

Ben Berthelot

Nelson Gumm

Chris Landry

Rebecca Blankenbaker

Stacy Brown

Sondra Corbitt

Jeremy Cooker

Vito Zuppardo

Ralph Calhoun

Carla Tate

Joanna Folse-Alexander

Mike Buckley

John Crook

Kevin Dolliole

Morgan Moss

Nimesh Zaver

Paul Arrigo

Stephen Perry/ Walt Leger

Stephen Watson

### **LOT Staff**

Marie Stagg

### **LTA Staff**

Jill Kidder

Laura Cating

Laine Garner

Emmie Fuson

Josie Evans

### **Absent**

Donna O'Daniels

Aaron Dirks

Cody Gray

Doug Bourgeois

Jady Regard

Jay Sharplin

### **Sponsor**

AJR Media Group

### **Guest**

Timothy Bush

Natalie Hutchinson

**I. Call to Order**

- A. Kyle called the meeting to order and thanks everyone for participating.

**II. Roll Call**

- A. Kyle asked Emmie to call the role.  
B. Emmie called the role and confirmed a quorum.

**III. Announcements**

- A. Kyle thanked the LTA Staff for their work on Sales & Marketing Symposium.  
B. Kyle extended gratitude towards AJR Media for sponsoring Sales & Marketing Symposium and called on Nelson to say a few words.
- i. Nelson mentioned that AJR has 3 different brands within their organization. (Triple A, AJR, Tour Louisiana)
  - ii. Nicole mentioned that Datafy is offering real time data tracking into market.
  - iii. AJR has 125 DMO Clients.
  - iv. Unique differentiators: First party data, customizations included, affordably priced (based on population of destination, actionable data)
  - v. PowerPoint presentations can be pulled directly off the Datafy dashboard.
  - vi. Their Media Attribution Tracking & Economic Impact calculators allow you to prove your turn on Add Spend and Marketing Efficacy.
  - vii. Nelson mentioned that Datafy has multiple event dashboards within the destination.
- C. Kyle thanked Stacy and the Shreveport Bossier CTB and called on Stacy to say a few words.
- i. Stacy shared gratitude towards the East Bank Mafia for their hospitality last night.
  - ii. Stacy mentioned the news conference at 10:30 am after the LTA Board Meeting.
  - iii. Stacy shared a special thank you to Joanna-Folse Alexander for her participation in LTA and the press conference.

**IV. Approval of Minutes**

- A. Kyle called on Donna to present the minutes. Donna asked is everyone received and had a chance to review the March 2022 minutes as sent out in advance of the meeting.
- i. Jeremy mentioned a change that needed to be made on the minutes from March 9, 2022 concerning Section iii under the Chairman's Report.
  - ii. Emmie to make change.

**ACTION #1: Ben Berthelot moved to accept the March 2022 minutes as amended. Sondra Corbitt seconded the motion. No discussion. Motion carried.**

**V. Financial Report**

- A. Kyle called on Ralph Ney, Treasurer to present the May 2022 financials, Jill assisted.
- i. Jill mentioned that the change in CVB Marketing Directors and change in CMB approvals explain our budget currently

- ii. Culinary Trails, Attractions Pro Campaign & Outdoor campaign are over budget in Revenue
- iii. Membership Income is up year over
- iv. Total Cash: \$745,219.15
- v. Total Accounts Receivable: \$217,246.29
- vi. Total Assets: \$1,016,283.95
- vii. Total Liabilities: \$431,677.93

**ACTION #2: Joanna-Folse Alexander** moved to accept the May 2022 finances. **Carla Tate** seconded the motion. No discussion. Motion carried.

## **VI. Chairman Report**

- A. Kyle calls on Marie Stagg, with the Louisiana Office of Tourism to give a report.
  - i. Marie mentioned that they have received \$1.4 million in requests for Attractions Grant
  - ii. Marie mentioned that LOT & LTA is working together to bring international reps to Summit.
  - iii. At IPW, Louisiana had a 100-foot aisle and over 250 appointments
  - iv. Marie mentioned the AirFrance flight will begin later this year
  - v. LOT Trade Mission to Montreal is October 30<sup>th</sup>, let her know if people are interested
- B. Kyle provided information on the 2023-2025 Strategic Plan Update and Jill assisted.
  - i. Kyle mentioned that the survey is closed
  - ii. Core group Retreat is August 11<sup>th</sup> or 12<sup>th</sup> potentially in Baton Rouge
- C. Kyle called on Timothy Bush & Natalie Hutchinson (LTA DEI Staff Liaison) to provide a DEI Committee Update.
  - i. Timothy shared gratitude towards Natalie and the DEI Committee for their hard work.
  - ii. Timothy presented the proposed DEI Statement for LTA
  - iii. Their will be the first DEI Session at Summit, it will be a one-on-one conversation with Sophia Hyder Hock from Destinations International.
  - iv. Timothy mentioned that a survey will be sent out in July to gage where LTA members are with DEI in their organizations and businesses and getting results before DEI Summit Session.

**ACTION #3: Ben Berthelot** moved to accept the DEI Statement. **Kyle Edmiston** seconded the motion. No discussion. Motion carried.

- D. Kyle provides an update on Pres/CEO
  - i. Kyle mentioned that there are three candidates for the VBR Pres/CEO and Jill is a candidate.
  - ii. Kyle shared that VBR will have a board meeting on Thursday at noon and the decision will be made at the end of the week.
  - iii. Kyle shared that the LTA has a search committee and firm ready if the decision is made.

## **VII. President /CEO Report**

- A. Jill shared gratitude towards those who have supported her in this process and that she is fully committed to LTA no matter the decision.
- B. Jill thanked the LTA staff for their continued work.
- C. Jill provided an Advocacy Update
  - i. Jill shared that the Session that ended on June 6<sup>th</sup> was very foundational and successful for the tourism industry in Louisiana.
  - ii. Jill mentioned the funding for tourism, infrastructure, broadband and other initiatives.
  - iii. Jill shared that the Supreme Court has issued a stay of the district court judge's injunction on the Louisiana congressional redistricting maps.
  - iv. Jill shared the success of the passing of the Major Events Fund.
  - v. Jill referenced the T-Mobile Hometown Grant and that LTA will share further information.
- D. Laine provided a Membership/Education Update (pgs 9-16)
  - i. Laine shared that we have 90% of our membership renewals are in for the year.
  - ii. Laine shared that 2 new LTA Connections will take place in Shreveport and Baton Rouge
  - iii. Laine thanked Compass Media for their continued support and sponsorship of LTLA.
  - iv. Laine thanked Carla and her staff for their hospitality for the Product Development Session of LTLA.
  - v. Laine shared that the Outdoors Program is \$8,950 over budget and had great SEOPA show.
  - vi. Laine shared that the Attractions Program is \$11,930 over budget and had a great push from new attractions around the state due to the LASG grant.
- E. Laura provides a Marketing/Communications Update (pgs 17-20)
  - i. Laura mentioned gratitude towards Visit Lake Charles and the Golden Nugget for taking care of us for Summit.
  - ii. Laura mentioned that LTA will be looking at a better time of year for Sales & Marketing Symposium and if anyone has anyone thoughts on this, to let her know.
  - iii. Kyle shared that Visit Lake Charles is looking forward to the Optional Event at the Pioneer Club.
  - iv. Kyle shared those tickets are limited and to get them now. 100% of ticket and auction sales go to TravelPAC.
  - v. Laura mentioned her gratitude towards our sponsors, Miles Partnership and AJR Media Group.
  - vi. Laine shared a quick overview of the Louisiana Outdoors Guide, and the Attractions Guide is \$12,000 over budget.
  - vii. Jill reminded that the guide is a year long campaign that included social media.
  - viii. Laura shared her gratitude towards LTA Advocacy Partners.
  - ix. Emmie shared the success of NTTW Social Media Recap.
  - x. Laura mentioned that Culinary Trails is \$50,000 over budget in income.
  - xi. Laura mentioned that Culinary Trails will be in Charlotte, NC for our event and the campaign will last throughout the year.
  - xii. Laura shared that Lauren Cason has come on as the Contractor for Culinary Trails.

- xiii. Laura announced that Culinary Trails will be using Rachel Sutherland Communications.
- xiv. Laura shared that LTA's top three media partners – Compass Media, AJR & Miles Partnership – will present their best new marketing products and give a glimpse of exclusive offerings. This will take place on September 13<sup>th</sup>.
- xv. Laura shared her gratitude towards Josie & the LTA Marketing Committee team for their hard work on the LTA Marketing Plan 2023/24.
- xvi. Rebecca shared the three key themes for the Plan: Product Development, Digital Shift & Research and Big Data.
- xvii. Josie shared partners within the three themes.
- xviii. Nelson shared that "AJR will commit to doing one of the symposiums for next year."

**ACTION #4: Ralph Calhoun** moved to accept the 2023/2024 LTA Marketing Plan. **Stacy Brown** seconded the motion. No discussion. Motion carried.

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

- A. Kyle asked if there is any additional business to come before the board.
  - i. Alana mentioned the meeting they had with Jay Dardenne about the Cooperative Endeavor Agreement.
  - ii. Nelson mentioned that LTA is the gold standard for state travel associations, and he hopes the culture doesn't change with a new CEO.
  - iii. Kyle reminded that Summit will be in Lake Charles on August 23-25<sup>th</sup>.
  - iv. Kyle reminded that the report is due on July 15<sup>th</sup> for Visitor Enterprise Funds.
  - v. Laura shared gratitude towards the Hilton Garden Inn in Shreveport/Bossier for their excellent service.
- B. Kyle mentioned the next LTA meeting will be on September 14, 2022 @ Elite Media Reveal.

#### **IX. Adjourn Meeting**

**ACTION #5: Ralph Ney** moved to adjourn the meeting. **Ben Berthelot** seconded the discussion. Meeting adjourned.

#### **ACTION ITEMS**

**ACTION #1: Ben Berthelot** moved to accept the March 2022 minutes as amended. **Sondra Corbitt** seconded the motion. No discussion. Motion carried.

**ACTION #2: Joanna-Folse Alexander** moved to accept the May 2022 finances. **Carla Tate** seconded the motion. No discussion. Motion carried.

**ACTION #3: Ben Berthelot** moved to accept the DEI Statement. **Kyle Edmiston** seconded the motion. No discussion. Motion carried.

**ACTION #4: Ralph Calhoun** moved to accept the 2023/2024 LTA Marketing Plan. **Stacy Brown** seconded the motion. No discussion. Motion carried.

**ACTION #5: Ralph Ney** moved to adjourn the meeting. **Ben Berthelot** seconded the discussion. Meeting adjourned.