



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 30th, 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 11th or 12th 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 6th 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 13th.
- 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 23-25th.
 - iv. Kyle reminded that the report is due on July 15th 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.