

**LOUISIANA TRAVEL ASSOCIATION
BOARD OF DIRECTORS MEETING
SHREVEPORT CONVENTION CENTER | 400 CADDO ST. SHREVEPORT, LA 71101
RED RIVER BOARD ROOM**

December 11, 2019 | 8:30 AM – 11:30 A.M.

Sponsored by Mary Flynn, ADARA

Present:

Travis Napper
Janice Delerno Verges
Kyle Edmiston
Ralph Ney
Timothy Bush
Brandy Evans
Marion Fox
Arlene Gould
Joanna Folse-Alexander
Ben Berthelot
Donna O’Daniels
Jeremy Cooker
Alana Cooper

Lynette Tanner
Peggy Benoit

Absent:

Kevin Kelly
John Crook
Eric Hoffman
Denise Thevenot
Kevin Dolliole

Members on Phone:

Dickie Brennan

LOT Present:

Associate Members Present:

LTA Staff:

Jill Kidder
Laine Garner
Laura Cating
Charley Waltman
Bonni Blouin
Sammi Rushing
Kathleen Rainey – on phone

1. Call to Order/Announcements

- a. Chair Janice Delerno Verges called the meeting to order at 8:30 a.m. and thanked everyone for attending
- b. Vice Chair, Ben Berthelot (in absence of Secretary Dickie Brennan) called roll and a quorum was present.
- c. Janice recognized guest, Mary Flynn and thanked her for being our sponsor.
- d. Janice thanked Brandy Evans and Stacy Brown for the hospitality at the reception and dinner at ArtSpace in Downtown Shreveport.
- e. Janice asked Brandy to update the board on Shreveport-Bossier happenings.
 - i. Brandy gave thorough update of all things that Shreveport-Bossier is involved in.
- f. Janice asked if anyone else had anything they’d like to update the board on.

2. Introduction of Sponsor | Mary Flynn of ADARA

- a. Janice introduced Mary Flynn with ADARA who gave a brief presentation on ADARA’s mission. Janice thanked Mary for her work in this industry and for being on our team.
- b. The ADARA/LTA Marketing Plan was included in the Board’s packets.
- c. Mary stressed that she hopes to grow relationships with LTA Board Members.

3. Approval of Board Minutes

- a. Janice presented the minutes from September 18, 2019 Board Meeting in Mandeville.

ACTION #1: Ben Berthelot moved to accept the minutes from the September LTA Board Meeting. Brandy Evans seconded the motion. Motion Carried.

4. Financial Report

- a. Treasurer, Kyle Edmiston, presented the December 5, 2019 Finance Committee Minutes, found in packets.

ACTION #2: Kyle Edmiston moved to accept the December Finance Committee meeting minutes. Marion Fox seconded the motion. All approved. Motion carried.

- b. Kyle Edmiston presented the Balance Sheet as of October 31, 2019, that showed the Total Current Assets \$488,974.24 which includes Checking/Savings \$264,742.59, Accounts Receivable \$189,707.92, Other Current Assets \$34,523.73 along with Fixed Assets \$425,848.97 bringing Total Assets to \$914,823.21. Total Current Liabilities \$219,459.36, which includes Accounts Payable \$47,771.55, Other

**LOUISIANA TRAVEL ASSOCIATION
BOARD OF DIRECTORS MEETING**

Current Liabilities \$171,687.81, along with Total Equity \$695,363.85, which includes Retained Earnings \$612,273.65 and Net Income \$83,090.20 brought Total Liabilities & Equity to \$914,823.21.

The 2019 Profit & Loss Budget vs. Actual for January through October 31, 2019, showed Total Income \$2,263,109.19, which includes Administration Income \$80,842.70, LTA Membership Income \$202,269.84, Advocacy \$44,526.80, Education \$352,330.01, Print/Digital Income \$969,223.00 and Marketing Campaigns Income \$613,916.84, along with Total Cost of Goods Sold \$1,273,376.96, bringing the Gross Profit to \$989,732.23, which was over budget by \$86,582.81. Total Operating Expenses \$920,399.21, which was \$93,783.10 over budget, brought Net Ordinary Income \$69,333.02, with Total Other Income to \$34,936.28 and Total Other Expenses \$21,179.10, bringing the Net Other Income to \$13,757.18 and Total Net Income to \$83,090.20.

- c. Kyle commended the LTA staff for effectively managing the finances.
- d. Kyle asked if anyone had questions. There were no questions.
- e. Kyle stated that it was his pleasure to give the October Financial report and that he thought the LTA staff is doing a great job controlling expenses and working hard to stay within their individual budgets.
 - i. Jill agreed with Kyle and complimented the staff for controlling their own budgets. She also thanked Kathleen Rainey for her work in preparing the financial reports.

ACTION #3: Kyle Edmiston moved to accept the October 2019 financials. Marion Fox seconded the motion. All approve. Motion carried.

- f. Kyle called attention to the 2020 budget, which was presented in packets. The 2020 Budget for January through December 31, 2020, show Total Income \$2,899,160.00, which includes Administration Income \$91,180.00, LTA Membership Income \$248,035.00, Advocacy \$44,000.00, Education \$326,595.00, Print/Digital Income \$1,384,200.00 and Marketing Campaigns Income \$805,150.00, along with Total Cost of Goods Sold \$1,724,569.33, bringing the Gross Profit to \$1,174,590.67. Total Admin Expenses \$1,155,195.47, brought Net Ordinary Income \$19,395.20, with Total Other Income to \$8,000.00 and Total Other Expenses \$26,400.00, bringing the Net Other Loss to (\$18,400.00) and Total Net Income to \$995.20.
 - i. He mentioned that there was a change to the Culinary Trails budget discussed in the December Finance Committee Conference Call, which was simply a realignment of expenses through agency vs. through media buys.
 - ii. Kyle mentioned that the budget is tight. One of the goals that they hope for is to expand the budget and create more revenue in hopes that LTA doesn't have to be so strapped during the year, starting the year at approximately \$1,000.

ACTION #4: Kyle Edmiston moved to accept the 2020 LTA Budget. Ben Berthelot seconded the motion. All approve. Motion carried.

5. Chairman Report

- a. Janice called on Travis Napper, Nominating Committee Chair, to present the Nominating Committee report, which was included in packets.
 - i. Travis presented the 2020 Slate of Officers and Directors, adding three new members to the board: Morgan Moss of Myrtles Plantation, Jay Sharplin of Sharp Co Hotels and Alan Trantina of the Gold Nugget.

ACTION #5: Peggy Benoit moved to accept the 2020 Slate of Officers and Directors. Marion Fox seconded the motion. All approve. Motion carried.

- b. Janice recognized Kyle for staying at Treasurer for another year and thanked Timothy for stepping into the secretary position.
- c. Janice then acknowledged the members rolling off the board and thanked them for their service (Travis Napper, Lynette Tanner, Denise Thevenot and Jim Caldwell).

**LOUISIANA TRAVEL ASSOCIATION
BOARD OF DIRECTORS MEETING**

- d. Janice thanked Travis for serving on multiple committees as past chair. She also thanked Lynette Tanner for coming back to the board. Janice also congratulated Denise Thevenot of 30 years at Tax Free Shopping. She thanked Jim for representing the middle of the state and his service.

6. Louisiana Office of Tourism Report

- a. Janice mentioned that Doug Bourgeois sends his regrets as he was unable to attend the meeting.

7. President & CEO Report – Janice called on Jill

- a. Jill extended her thanks to the board members who are rolling off.

b. By the Numbers:

i. STR Louisiana Numbers – October 2019 vs. October 2018

- Occupancy – 64.3% down slightly
- ADR - \$119 down approximately \$5
- RevPar - \$76.79 down

ii. STR Louisiana Numbers – YTD 2019 vs. 2018

- Occupancy – 62.6% flat
- ADR - \$113 flat
- RevPar - \$70.71 flat

iii. US Travel Trends Index – included in your packet

c. Highlights of 2019

i. Education –

- At Annual Meeting and Summit we implemented four very successful Thought Leader Workshops with over 250 participants
- With the 2019 class, we will have nearly 120 LTLA Alumni

ii. Advocacy –

- Created TravelPAC website and established online membership/giving
- Reworked the advocacy section of the LTA website and update the Toolkit
- Brought industry together to push STR legislation

iii. Marketing –

- Implemented a digital marketing campaign inside of the successful VCD program
- Place/produced over \$2 million in advertising and promotion for our membership
- Took 11 chefs and 8 CVBs to Atlanta to promote our Louisiana Culinary Experience

iv. Membership –

- Maintained 91% of our 2018 members and added 71 new members
- Grew Premium and Elite Partnerships to a total of 26; secured 9 Hospitality Management Companies

v. Long-range Strategic Planning – implemented

d. 2020 Goals and Objects

- i. In your packets for review

ACTION #6: Travis Napper moved to approve the 2020 LTA Goals and Objectives. Timothy Bush seconded the motion. All approved. Motion carried.

8. Council and Committee Reports:

a. Advocacy: Marion Fox

- i. Marion asked all members and staff to join TravelPAC for \$100

ii. Members need to meet with their legislators to discuss the importance of travel's impact.

iii. Included in packets were:

- Louisiana Elections Update

a. Marion mentioned Representative Sherman Mack and Representative Clay Schexnayder are in the running for Speaker of the House.

b. January 13 is the date of the inauguration... also the date of the National Championship in New Orleans

LOUISIANA TRAVEL ASSOCIATION BOARD OF DIRECTORS MEETING

- c. Members need to tell Legislators what is happening... educate them on why the Travel Industry is important to Louisiana
 - Louisiana TravelPAC Update
 - Update on STR legislation
 - a. Stephen Dwight is going to bring our STR/Hotel Definition bill back in 2020 session.
 - b. Talk to your legislators about this... ask them to cosponsor the bill
 - c. Donna O'Daniels asked for talking points to speak about with Legislators in regards to the bill.
 - d. Marion, Jill and Laura would be happy to attend meetings between members and Legislators.
 - 2020 Advocacy Calendar and Sponsorship Forms
 - a. In packets
- b. Marketing and Communications: Brandy Evans
 - i. Brandy presented the Print/Digital Marketing Update
 - The Recipe Book had 32 participants with a total sales for \$35,000. Also, the new 2020/2021 Marketing Plan has already seen some great participation in new programs such as Expedia Digital Buy, Group Tour's ON Target Remarketing Campaign and 64 Parishes has really been a hit.
 - Not only new programs, but existing digital programs are doing extremely well. Members have signed up for 29 digital campaign for the Spring of 2020 to date. Last year, partners spend \$360,300; this year they've spent \$464,370.
 - ii. Brandy called on Laura Cating for an Atlanta Culinary Trails Wrap-Up
 - Very successful couple of days in Atlanta for Louisiana!
 - 70+ media in attendance at Preview Night, sellout crowds at several of the restaurants, significant media coverage
 - AJC partnership drove significant traffic to restaurants, with 15.7 million social impressions, 4.9 million digital impressions and 1.6 million print ad reach
 - In-depth report of campaign impressions will be shared with Culinary Trails participants in coming weeks.
 - 2020 Culinary Trails event will be in Houston!
- c. Development Reports: Alana Cooper
 - i. This is a new committee... we are laying the groundwork still
 - ii. Alana called on Laine to provide Membership Renewal Update and 2020 Membership Campaign
 - Josie and Charlie have brought back 91% members, and also grown membership
 - When we started Premium Partners, we had 15... now we have 27
 - There is a Corporate Partner Package going to Richards Meats and also to AAHOA
 - Jill challenged Laine to have an actual campaign for membership
 - a. This is where the Toolkit is found on LTA's website.
 - b. There is a standard PowerPoint and a standard "reply" email... all things to make membership more responsive and engaged.
 - Jill mentioned that Laura and Laine are creating an onboarding process for new members, much like Destinations International. Jill thanked Laura and Laine for creating this.
 - a. Laine mentioned that onboarding allows new members to be more "in the know" and see and learn from members.
 - iii. Jill challenged board members to campaign for membership
 - iv. Digital Visitor Center:
 - Goes LIVE in March

LOUISIANA TRAVEL ASSOCIATION BOARD OF DIRECTORS MEETING

- All Visitor Center Distribution participants are invited to send their downloadable brochures to josie@louisianatravelassociation.org for them to be uploaded.
- Signage will be used at the welcome centers to direct visitors on how to download.
- There will be education for the Travel Counselors on how to download the brochures.
- There will also be a Digital Marketing Program, which can be accessed via iPad
- All centers will get a sign that they can put in their centers, advertising the program with a “how-to”
 - a. Laine asked question: Is the sign too big? Not big enough?
 - i. The sign is a good size to either hang on the wall or to set up on the counter.
 - b. Peggy mentioned hotels might want to put the sign out as well.
 - c. Laine will give a link to download the brochures
- v. Laine introduced the 2020 LTLA class, which could be found in packets

9. Unfinished Business

- a. LTA long-range Strategic Plan Update
 - i. There is a Committee Meeting January 9. Results of this meeting/retreat will be presented at full-board meeting on January 29.
- b. Janice asked King Logan to present an update on Logan Branding + Marketing long-range strategic business plan
- c. King’s Presentation:
 - i. Presented a SWOT Analysis:
 - Strengths: Strong staff and leadership, Clear Focus, Successful Advocacy efforts, Robust membership level and renewals
 - Weaknesses: Fear of losing state funding, Unlikely \$\$ capacity of members to spend more in future on LTA programs and services, many members don’t perceive values of LTA Advocacy, Can’t offer all levels of education programs to everyone, LTA growth inhibited by staff size
 - ii. Opportunities: Remove state funding from LTA revenue dependency
 - iii. Presented his observations, which focused on advocacy and staff, specifically monetizing advocacy work
 - LTA is trying to find their “North Star”
 - iv. Planning Priorities: Should emphasis be on fixing cracks of advocacy, or instead towards building a fourth pillar?

10. New Business

- a. Janice mentioned the next LTA Board meeting will be January 29th from 1:00 p.m. until 2:30 p.m., in conjunction with the 2020 Annual Meeting, January 30th at Cypress Bayou Casino in Charenton, LA. The 2020 LTA meeting schedule is included in the Board packet.
 - i. A schedule of all events was included in packets.
- b. Janice asked Jill to present the 2020 Calendar of Events, for which Sammi will send calendar invites at the beginning of the year.
- c. Janice reminded members of the Board Mission Manifest
 - i. Register for and invite one potential member to join you for the Annual Meeting. Let Laine know who you have invited for her team to follow up.
 - ii. Schedule meetings with your legislators now while they’re home for fall/winter.
- d. Janice thanked Mary Flynn with ADARA for sponsoring the meeting, as well as the Shreveport/Bossier CVB.

11. **BREAK** – Janice announced a 10 minute break before the 2019 LTLA class presentations

12. 2019 LTLA Class Presented their projects

ACTION #7: Janice Delerno moved to adjourn. Kyle Edmiston seconded the motion. Motion carried.

**LOUISIANA TRAVEL ASSOCIATION
BOARD OF DIRECTORS MEETING**

ACTION ITEMS:

ACTION #1: Ben Berthelot moved to accept the minutes from the September LTA Board Meeting. **Brandy Evans** seconded the motion. Motion Carried.

ACTION #2: Kyle Edmiston moved to accept the December Finance Committee meeting minutes. **Marion Fox** seconded the motion. Motion carried.

ACTION #3: Kyle Edmiston moved to accept the October 2019 financials. **Ben Berthelot** seconded the motion. All approve. Motion carried.

ACTION #4: Kyle Edmiston moved to accept the 2020 LTA Budget. **Ben Berthelot** seconded the motion. All approve. Motion carried.

ACTION #5: Peggy Benoit moved to accept the 2020 Slate of Officers and Directors. **Marion Fox** seconded the motion. All approve. Motion carried.

ACTION #6: Travis Napper moved to approve the 2020 LTA Goals and Objectives. **Timothy Bush** seconded the motion. All approved. Motion carried.

ACTION #7: Janice Delerno moved to adjourn. **Kyle Edmiston** seconded the motion. Motion carried.

**LOUISIANA TRAVEL ASSOCIATION
BOARD OF DIRECTORS MEETING**