

Louisiana Tourism Promotion District (LTPD) Board of Director Meeting
October 24, 2023 | 10:00 am
Louisiana Office of Tourism Conference Room

Minutes

Call to Order: Chair Carla Tate called the meeting to order at 10:16 am.

Roll Call: Michelle Reed called roll. There were four members present and a quorum.

Present: Carla Tate, Ralph Ney, Angela LaFleur, and Mark Latter

Absent: Mark Romig

Approval of Minutes – Chair Tate called for approval of the minutes from the last meeting. Ralph Ney moved, seconded by Mark Latter. Vote carried and the minutes were approved.

Jeff Harlan, Deputy Assistant Secretary of the Louisiana Office of Tourism (LOT) thanked everyone for attending the meeting. Harlan mentioned the district would be voting on two items today. The first item would be the LOT operating budget for 2024-2025 and the second item would be an additional \$10 million for the 2023-2024 operating budget. Harlan explained that due to the inability of a majority of members to convene over the last two proposed meeting dates, he had no choice other than to move forward with the legislative request last Wednesday and the additional \$10 million was approved; however, the funding still needs approval from the LTPD Board.

Sharon Broussard, Marketing Program Specialist, presented the My Louisiana, Always On campaign video and discussed print and digital ads that LOT is using to promote Louisiana.

Harlan presented the members with a detailed budget breakdown for the three programs within the Office of Tourism and explained the means of finance and associated expenses. He explained LOT requested a \$33.1 million budget approval for 2024-2025 per the Revenue Estimating Committee's (REC) adopted forecast and an additional \$370 thousand to drawdown the Tourism fund; therefore, the total requested amount is \$33.4 million.

Harlan discussed two new funds, the Major Events Incentive Program and the Events Incentive Program. Harlan also discussed LOT's federal fund balances, the purpose for each as well as the expiration dates for the funds.

Latter questioned if the Major Events includes Super Bowl for 2025. Harlan explained that \$5 million is placed in our FY '24 budget for Super Bowl but those funds will likely not be expended until FY '25 so a request was being made for \$10 million to fund that Super Bowl request. Latter went on to mention the Sugar Bowl and All-State possibly not being a sponsor. Harlan responded that Sugar Bowl has requested funding from the Major Events Incentive Program for the January 2024 event.

Latter called for a motion to approve the 2024-2025 budget request as presented. Tate moved, seconded by Lafleur. The budget was approved.

Harlan requested an additional \$10 million in funding which will partially help with the launch of the Year of Music and also help with efforts of involvement with Rose Parade, Jazz Fest, and other activities.

Broussard presented the Year of Music video and discussed print and digital advertising ideas. With the additional \$10 million, we are looking to elevate our media placements. In addition to ad placements, we are trying to have a presence at festivals to encourage travel to Louisiana. Broussard discussed and showed pictures of the new drop trailer. CVB's will be able to send in videos and sponsor musicians on the trailer. Harlan mentioned possible plans for the trailer to go to Pasadena for the Rose Parade, LA for the Grammy's, and then to Vegas for the Super Bowl. The trailer would also be deployed to festivals and events around the state and region. Broussard continued that Tourism is considering having media placement at the Sphere in Las Vegas since the Super Bowl is in New Orleans next. Broussard discussed additional digital ads that will be placed.

Harlan presented the budget for the additional \$10 million and discussed what the money is allocated for. Ney questioned where the money is coming from. Harlan explained that the money is coming from the LTPD tax revenue that has accumulated in the fund over the years either due to collections beyond the REC forecast and/or unexpended appropriations to the Office of Tourism. Harlan explained that either of these two scenarios means the fund balance grows.

Chair Tate called for a motion to approve the \$10 million as presented. Latter moved, seconded by Lafleur. The \$10 million request was approved.

Michelle Reed, Executive Staff Officer, reminded the board to take the mandatory trainings that are due by November 1st.

Harlan encouraged the board to visit the Explore Louisiana web site for opportunities, training, and other guidelines. Harlan encouraged the group to inform us of any omissions or other items they would like to see.

Lynne Coxwell, Director of Research, told the group that we will look at the calendar for future dates for the next meeting. Reed will look at the legislation to see how often the meetings should be held.

Chair Tate thanked everyone for today's presentation and for everything that they do. She called for a motion to adjourn. Latter moved to adjourn, seconded by Lafleur. Motion carried.

Meeting adjourned at 11:21 am.