



RESILIENT LOUISIANA COMMISSION

CO-CHAIR DON PIERSON

CO-CHAIR TERRIE STERLING

Hospitality and Tourism Task Force

May 19, 2020

Meeting called to order at: 2:00 p.m.

Task Force Members Present:

- Kyle France
- Jill Kidder
- Ben Berthelot
- Doug Bourgeois
- Christian Brown
- Ralph Calhoun
- David Carter
- Linda Curtis-Sparks
- Andrew Doss
- Kyle Edminston
- Lane Ewing
- Elroy James
- Elie Khoury
- Walt Leger
- Debra Mayhew
- JP Morrell
- Ralph Ney
- Billy Nungesser
- Naresh Patel
- Don Pierson
- Kimberly Robinson
- Melvin Rodrigue
- Mark Romig
- Julie Samson
- Dean Smith
- Michael Smith
- Stephen Watson
- Nick Zaver

- Welcome and Roll Call
 - Kyle France called meeting to order at 2 p.m.
 - Sammi Rushing called roll and confirmed a quorum.
- Approval of RLC HTTF May 12, 2020 Meeting Minutes
 - Kyle France asked for approval of the minutes. Kyle Edmiston made motion to approve. Linda Curtis-Sparks seconded. All approved. Motion carried.
 - Note new resources, listed below
- Subcommittee Updates
 - Mark Romig, Chair of Festivals subcommittee
 - Mark gave an update on what the festivals subcommittee is doing. He indicated that this was a work week for the subcommittee, but they are aiming to have a report to the task force next week. He indicated that parades are also a topic of discussion within the committee. More details are to follow next week.
 - Kyle Edmiston, Chair of CVB/Sporting Events subcommittee
 - Kyle reported that this subcommittee's week looks much like the festivals as this is a heavy work week. He indicated that they also plan to have a report to the full task force next week. They are hoping to open sporting events in Phase 2 of recovery, with the opening of youth sports already happening in Phase 1.
 - Ralph Ney, Chair of Hotels subcommittee
 - Ralph reported that the hotels subcommittee did not meet this week, as developments are unfolding and will be discussed at their upcoming meeting. He reported that they are working in compliance with the American Hotel Lodging, and that the Baton Rouge Marriott had over 100 rooms booked this weekend, with corporate bookings picking up as well. Ralph will report back with further developments after the subcommittee meets.
 - Kyle France mentioned that Lt. Governor has been doing a great job encouraging "staycations"
 - Jill welcomed Joanna Folse-Alexander to the hotels subcommittee. Joanna introduced herself, noting that she is with Sunrise Hospitality in North Louisiana and gave a brief overview of her occupancy stats.
 - Kelley Lloyd, representing short-term rentals shared that she is working to determine the best way to distribute information. There is not a great forum to share information, but she is working to see how they can better distribute all of the information that she would like to get out.

- Linda Curtis-Sparks, Chair of Outdoor Recreation subcommittee
 - Linda reported that she is working toward reopening the outdoor recreational facilities that are not yet open, including beaches. She also indicated that she hopes to form a task force for outdoor recreation, which was supported by Jill and Kyle.
 - Jill brought to attention the IT Recommendations Subgroup. HTTF received an email from IT and Communications Task Force asking to speak to members of our task force about the importance of communication and IT availability. Please let us know if the indicated people can offer their services.
- Stephen Watson, Chair of Attractions subcommittee
 - Stephen reported that museums, zoos and other attractions are beginning to modestly and safely reopen. The WWII Museum will fittingly open on Memorial Day.
 - Stephen then introduced Julia Bland, Executive Director of Louisiana Children’s Museum, who advocated for the task force’s endorsement of the Phase 1 opening of children’s museums throughout the state.
 - Ms. Bland gave an overview of what children’s museums are doing; they are updating their guidance on how to open safely and within the standards of safety, including adjusting the tactile exhibits that children’s museums are known for.
 - Julia then proceeded with the request for the task force’s endorsement of allowing children’s museums to be opened in Phase 1.
 - Kyle France indicated that the HTTF has no problem sharing the document to reconsider the executive order not allowing children’s museums to open.
 - Phil Frost at the Baton Rouge Zoo reported that the zoo’s reopening welcomed about 400 members by noon, with the aquarium and train ride closed. The zoo is open only to members, who took to Facebook to praise the zoo’s reopening.
- Ralph Ney shared numbers from the STR forecast report.
- Walt Leger complimented the task force on another productive meeting with great information shared. Great job Kyle and Jill.
- Next Steps
 - Jill reported to the task force the June 12 deadline for final reports from Secretary Pierson. She would like to have the interim reports from the subcommittees next week so as to compile for the final report.
 - Sec. Pierson commended the work of the TF and reiterated the June 12 deadline.

- Ti Martin indicated that she will be sending a report from the appendix from the restaurants today.
 - Kyle asked how the first weekend went relative to 25% capacity. Ti said that there weren't a lot of packed places in New Orleans proper, but surrounding areas had a lot of numbers. Some restaurants in NOLA were not approaching the 25% capacity.
- Final Thoughts
 - RLC Commissioners or Staff
 - Public Comments
- Adjourn: Kyle asked for a motion to adjourn. Mark Romig made the motion to adjourn. Kyle Edmiston seconded. All approved. Meeting adjourned

Acknowledgement and adjournment

Resource Links and Attachments:

New Resources for this week:

- **Proclamation #58 JBE 2020:** <https://gov.louisiana.gov/assets/Proclamations/2020/58-JBE-2020.pdf>
- **Public pool guidance:** <https://gov.louisiana.gov/assets/Proclamations/2020/58-JBE-2020.pdf>
- **Updated U.S. Travel Top Priorities:**
https://www.ustravel.org/sites/default/files/media_root/document/USTravelLegislativePriorities.pdf?utm_source=MagnetMail&utm_medium=email&utm_content=5%2E14%2E20%20%2D%202020%20COVID%20Research%20Weekly&utm_campaign=ust
- **HEROES Act:** <https://docs.house.gov/billsthisweek/20200511/BILLS-116hr6800ih.pdf>
- **U.S. Travel 501(c)(6) Resources from U.S. Travel:**
https://www.ustravel.org/sites/default/files/media_root/document/501c6_Resources.pdf?utm_source=MagnetMail&utm_medium=email&utm_content=5%2E14%2E20%20%2D%202020%20COVID%20Research%20Weekly&utm_campaign=ust