



RESILIENT LOUISIANA COMMISSION

CO-CHAIR DON PIERSON

CO-CHAIR TERRIE STERLING

Hospitality and Tourism Task Force

May 26, 2020

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

Task Force Members:

- 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
- Roll Call
 - Sammi Rushing called roll at 2 p.m. and confirmed a quorum.
- Approval of RLC HTTF May 19, 2020 Meeting Minutes
 - ACTION ITEM: Kyle France asked for a motion to approve the May 19 minutes. Mark Romig made motion. Stephen Watson seconded. All approved. Motion carried.
- Update from Lt. Governor Billy Nungesser (*tentative*)
 - Lt. Governor welcomed all to the call. His office is anticipating rolling out their marketing plan to stay close to home as a part of the Louisiana Road Trip Marketing Plan. They still hope to get \$100+ million in funds so as to support CVBs. His office has already given a small grant to CVBs to market and drive tourists to their area.
 - They're still working on the "Sunshine Plan" which will be about 4 years, encouraging folks to travel. RV sales are up significantly, so his office will target those travelers as well.
 - His office is having good success with the Louisiana Lagniappe Plan. Hoping to lure people to Louisiana with Louisiana seafood. Please let Lt. Governor know if he can reach out to anyone so as to start targeting these travelers immediately before Phase 2 or 3.
 - Kyle France mentioned that he spoke to the transportation task force. He said that this task force is spending money directly into Louisiana's airports, which will be helpful to us in Louisiana.
- Subcommittee Updates
 - Festivals / Events – Mark Romig
 - Mark introduced all of the members of his subcommittee.
 - Festivals are dealing with festivals of all caliber. It's important to bring these back to Louisiana as they bring tens of millions of dollars to Louisiana and support the livelihood of those involved. This subcommittee will include information from various secretaries and leaders within the festival industry.
 - CVBs/Convention Centers/Youth Sports – Kyle Edmiston
 - Kyle Edmiston introduced all of the members of his subcommittee.
 - One of the objectives of the task force was to strike a balance between a checklist and an extensive list of resources. Their specific list of recommendations for Phase 2 can be found in their report.
 - Cultural Attractions – Stephen Watson
 - Attractions are either open or are opening, but are using this time to work out all of the "kinks" in their reopening strategies. Visitors are required to use masks, as well as disposable stylus for the interactive exhibits.

- Stephen mentioned that a lot of folks are still hesitant to get back out, so more is better in regards to reopening.
- The WWII Museum started with 600 visitors at their reopening yesterday. No comments or complaints about masks.
- WWII Museum is enacting a 50% discount for Louisiana residents through Labor Day. Kyle France asked if we could make that announcement through the Lt. Governor's office.
- JP Morrell asked what is the best option for children's museums and how to reopen them. Stephen said that he feels even more strongly that children's museums can reopen safely in the second phase to mitigate the amount of interaction and touching.
- Outdoor Recreation – Linda Curtis-Sparks
 - Almost all outdoor attractions are open. There are recommendations for those that are not open. One of the critical things emerging in outdoor recreation is that 58 parishes are under 158,000 people. Broadband for these parishes is critical. Linda was able to talk to the IT Team and said that most people want to interact via cell phone, but many can't in rural areas. Linda wants to bring outdoor recreation out stronger after Covid.
- Hotels/Accommodations – Ralph Ney
 - Ralph introduced the folks on his subcommittee. In Phase 1, the subcommittee presented guidelines from American Hotel Lodging. Now the brands are starting to adopt their own plans and give information to each hotel. His subcommittee will meet this week to discuss shared information and create a document for Phase 2. Ralph shared some guidelines that his subcommittee will discuss this week.
- Next Steps
 - Review of RLC Task Force Guidelines (attached) and Deadlines
 - Jill asked if the task force could get subcommittee leader's recommendations specific to Phase 2 by Thursday afternoon as we move into June 1. The Governor will make some announcements, so we want to give him information that is necessary for Phase 2. As we move into the next phase, we need to examine Louisiana's long term socioeconomic viability.
 - These guidelines focus on 2 areas: 1) reopening without a vaccine; 2) post-Covid strategies for resilience. We need to look at the future and future stressors.
 - Jill and Kyle ask that you review this report and format in which to put all of this information.
 - Please push information to the task force by June 3. Then the task force can begin to compile the final report due to the Commission by June 12.

- Final Thoughts
 - RLC Commissioners
 - Lt. Governor Billy Nungesser
 - Walt Leger
 - Walt thanked the task force for all of their hard work. He encouraged the members to look at the document and brainstorm.
 - Jill reiterated the importance of moving forward with the game plan to reopen.
 - RLC Chairs: Secretary Pierson commended the task force's work. He emphasized the importance of the guidelines and mentioned that more chapters will be written going forward.
- Public Comments
- Adjourn Kyle France asked for a motion to adjourn. Kyle Edmiston made motion. Stephen Watson seconded. All approved. Motion carried.

Acknowledgement and adjournment

Resource Links and Attachments:

New Resources for this week:

- **Associations Now Hosting Face-to-Face Meetings:**
<https://associationsnow.com/2020/05/safely-host-face-face-events-post-covid/>
- **K12 Summer Athletic Guidance:**
<https://www.dropbox.com/s/wq47eqwnwyleahr/K12%20Summer%20Athletic%20Guidance.5.20.RLC.pdf?dl=0>
- **Note from LAFF Secretary Jeff Wright:**
<https://www.dropbox.com/s/7t9xyueevvr3y4n/LAFF%20Note.docx?dl=0>
- **Travel Sentiment Study Phase 11 Longwoods Research:**
<https://c.na122.content.force.com/servlet/servlet.EmailAttachmentDownload?q=eKgzGWVpIWC7KJPOow1WfnQSnPhDZfiSzMPIf52lkpV8lrjr4Jt02zkn%2BmovTDlg34ACRZaXTzlbLjzy%2BI10w%3D%3D>
- **New Orleans Convention Center Health & Safety:**
<https://www.mccno.com/health-and-safety/>