



RESILIENT LOUISIANA COMMISSION

CO-CHAIR DON PIERSON

CO-CHAIR TERRIE STERLING

Hospitality and Tourism Task Force

June 23, 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
 - Jill Kidder opened the meeting and welcomed everyone at 2 p.m.
- Roll Call
 - Sammi Parker called roll. A quorum was not confirmed.
- Approval of RLC HTTF June 9, 2020 Meeting Minutes
 - Jill Kidder notified everyone that the minutes will be recorded as unapproved.
- Task Force Committee Chairs Update on Final Report
 - Jill informed every one of the final report, which was presented last Thursday.
 - Key Takeaways from the final report:
 - Broadband is important to rural organizations and outdoor/recreation.
 - Jill thanked Linda for spearheading this.
 - People must feel safe, so it's important that we take the lead in communicating hygiene standards.
 - We need longer lead times for large event planning purposes.
 - It is critically important for fall festivals to know by July that festivals should know how to proceed.
 - Diversity and Equity are critical. We need to establish strategies for safety nets so that individuals can move forward.
 - Diversity and Equity are moral and superior growth models.
 - CVBs and DMMOs drive demand. In order to do this, these bureaus and organizations need additional funding. This is critical.
 - Jill ended the conversation with a poem, which will be shared with the committee.
 - Jill thanked Secretary Pierson and Terry for allowing everyone to be a part of this commission and to help with the Governor's charges.
 - Secretary Pierson gave thoughts and comments and thanked everyone for partaking in the commission.
 - Kyle France commented that besides the quality of these reports, RLC has brought people together from all over to state to work together and better the citizens of the state.
 - Kyle mentioned that this was Governor Edwards' claim to fame... bringing people together who work hard to better the lives of others. This commission was not only professionally unifying, but personally unifying as well.
 - Kyle discussed continuing the fairs and festivals part of the task force, which will focus on Mardi Gras and the reboot that will hopefully happen for next year.
 - Secretary Pierson mentioned that this was important and valuable.

- Subcommittee Updates
 - Festivals / Events – Mark Romig
 - We are now moving into the second portion of this subcommittee. We are in an extended Phase 2. There will be more encouragement for people to stay safe. There is a lot of conversation about how to stay safe during the fairs.
 - Small krewes are having trouble with the anxiety of not knowing. Many of the large krewes are moving forward with Mardi Gras 2021, hoping that they can parade in some form or fashion.
 - There is some consideration about setting up an outdoor music festival that could show how to set up festivals for next year. Jill mentioned the process to receive approval from the fire marshal to open if you're not included in Phase 2.
 - CVBs/Convention Centers/Youth Sports – Kyle Edmiston
 - Kyle mentioned that there is not much to report. He talked about the Lt. Governor's Travel Summit, which could perhaps be the first major travel summit in the country. We are monitoring what this will look like for the state. We will include registration and details for the August 18 – 20 at Golden Nugget in Lake Charles.
 - Cultural Attractions – Stephen Watson
 - Stephen mentioned that he doesn't have much to say. He thanked everyone leading the commission, stating that this was an effective forum and that the museums appreciate the help. Momentum is being built in museums.
 - Outdoor Recreation – Linda Curtis-Sparks
 - Jill mentioned that she is touching base with those who made the plans to open in Phase 2. Those who she's talked to say that outdoor is just busy. The businesses that surround the outdoor adventures say that every day is like a holiday weekend, with all of the businesses showing a boom. Outdoor outfitters are having trouble replacing goods, which are often made in China. Something that would help the rural places is getting more in-state vendors for bait, tackle, etc.
 - Hotels/Accommodations – Ralph Ney
 - There is not much to say, other than that hotels are picking up for the weekends. Ralph asked a question about funding marketing. With less tax dollars coming from hotels, what can we do now to market for the funding to get more people here ASAP. Jill mentioned that we are working at both federal and state levels to get funding for the political subdivisions.
 - Kyle talked about SB2932 which included DMMOs, chambers of commerce and economic developments. They include

organizations with less than 300 members, and will include funding through the CARES Act.

- Next Steps
 - Discussion on how to proceed. Jill asked Secretary Pierson if the task force could meet monthly to keep connections moving into the next phases. Mark Romig mentioned to meet on Tuesday, July 14 after the data check.
- Final Thoughts
 - RLC Commissioners
 - Lt. Governor Billy Nungesser
 - Walt Leger
 - Walt thanked Jill and Kyle and commended the teamwork and thanked everyone for all of the work that has been put into making the commission happen. He encouraged to push out the idea of wearing masks and implementing social distancing. Happy birthday, Walt!
 - RLC Chairs
 - RLC Staff
- Public Comments
- Adjourn
 - Walt Leger made the motion to adjourn the meeting. Moved.
 - Meeting adjourned.

Resource Links and Attachments:

New Resources for this week:

- **Festivals and related events have a chance if done right:**
<https://opensafely.la.gov/DownloadFile.ashx?ID=27&TBL=tblPubliclinks>