



RESILIENT LOUISIANA COMMISSION

CO-CHAIR DON PIERSON

CO-CHAIR TERRIE STERLING

Hospitality and Tourism Task Force

June 9, 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
 - Madeline Brown called roll and confirmed a quorum
- Approval of RLC HTTF June 2, 2020 Meeting Minutes
 - ACTION ITEM: Kyle France asked for a motion to approve the June 2 meeting minutes. Christy Brown made the motion. Mark Romig seconded. All approved. Motion carried.
 - Note new resources, listed below
- Subcommittee Updates
 - Festivals / Events – Mark Romig
 - Mark reviewed their recommendations for dealing with parades and festivals in phase 3 and beyond. The main guidelines when dealing with parades and festivals are safety guidelines, security/oversight, and public awareness. Suggest that Mardi Gras in New Orleans be moved from a level two to a level one to provide further federal assistance with security on the same level as Super Bowl or Rose Bowl parade. Discussed legal immunity with parades and festivals. In phase 3 and beyond, issuing safety guidelines
 - CVBs/Convention Centers/Youth Sports – Kyle Edmiston
 - Kyle's committee will have another meeting before report is due. A key item in the report includes needing representation for the entire state (specifically northeast LA) when it comes to marketing promotion. They recommend creating legislation where CVBs in surrounding areas would encompass these smaller destinations. They also want to encourage CVBs, TCs, DMOs to look find the most effective manner to drive economic impact. They suggest creating a byway marketing cooperative program, under LOT, that would specify financial commitment from the marketing organizations along the trail, along with matching funds from LOT. The committee also spent time on diversity and inclusion. He referenced Timothy Bush's recent letter that was distributed. They are recommending that a male and female minority receive scholarships for LTLA. They also want LTA to create mentorship with CEOs paired with minority staff from different areas.
 - In response to Kyle's update, Nash Patel noted that Poverty Point and Mound are included in the Monroe/West Monroe CVB efforts. They could officially be appointed these if Alana Cooper approved. Jill responded that this is something that would need to be brought up with Alana. Will leave it up to Kyle to discuss with Alana.
 - Cultural Attractions – Stephen Watson
 - Stephen has had a positive experience based on the feedback. Visitors are happy and compliant and glad to be able to get out and visit

attractions. Regarding the report they submitted, if/when additional funds become available through CARES Act or other sources, allowing access to those funds for marketing will be critical. Something else they wanted to include in their report is allowing ALL non-profits and cultural attractions to participate in PPP or funds going forward. In a post-COVID environment, they believe that allowing all attractions to open under the same protocols would be beneficial to all. One of their takeaways from a long-term resiliency standpoint, is that they must do a better job of adapting emergency management plans as it relates to a pandemic or something similar that could impact their operations.

- Jill asked if Stephen had heard from any of the children's museums, in this initial week, that they have been able to open? Stephen responded that he hasn't heard from any but got many calls thanking the Task Force for being included in phase 2. He will be following up with several of the museums and will report back at the next meeting.
- Outdoor Recreation – Linda Curtis-Sparks
 - Linda recognizes that outdoor recreation is bouncing back quicker than others. Toledo Bend was booked up for Memorial Day and pretty much booked for 4th of July. As far as reporting, they have one more document to submit to Kyle and Jill on fresh/saltwater tournaments and golf tournaments. They are working with these events around the state and they are providing input. Their report recommends developing a complete outdoor recreation inventory for all of LA. It would be advantageous in marketing regionally and statewide, as well as a resource to LOT. Biggest need is broadband access to rural LA.
 - Kyle France wanted to comment on the access to broadband. The ability to connect these rural areas of our state via broadband will connect them to the rest of the world, and will fast forward their economy faster than anything else.
- Hotels/Accommodations – Ralph Ney
 - Hotels are starting to pick up business as the state is opening from youth sports events, business travel, etc. Employees are less willing to come back to work due to health risks and/or financial risks. They turned their report in last week and addressed the issues mentioned. A lot of brands are introducing cleaning procedures and guidelines have been implemented to make guests feel more comfortable when traveling.
 - Janice reported that LBBA has had several webinars with their members to give them the proper tools they need to follow these guidelines. She also thanked the Lt. Governor and LOT for being included in the staycation package that they are selling to tourist and in-state visitors.

- Next Steps
 - Q&A
- Final Thoughts
 - RLC Commissioners
 - Lt. Governor Billy Nungesser
 - Many restaurants are spending more money trying to stay open than what they are bringing in. They are making recommendations for a grant that could be offered to bridge that gap for a six-month period to help these restaurants make it through the rest of the year. Stan is currently working on it now and Billy is encouraging him to share it for input.
 - RLC Chairs
 - Walt Leger
 - Ti Martin
 - RLC Staff
- Public Comments
- Adjourn

Resource Links and Attachments:

New Resources for this week:

- **Coronavirus Survey Slides Wave 12 Highlights:**
https://www.dropbox.com/s/aufzr22nik0cuwz/Coronavirus%20Survey%20Slides%20Wave%2012%20Highlights%20Release%20-%20FINAL_pdf.html?dl=0
- **STR Recommended Operating Procedures:**
<https://www.dropbox.com/s/y83c7b30v0d5ejr/STR%20Recommended%20Operating%20Procedures.pdf?dl=0>
- **Gov. Edwards Announces Louisiana's Roadmap to Resilience Will Start Phase 2 on Friday, June 5 | Office of Governor John Bel Edwards:**
<https://gov.louisiana.gov/index.cfm/newsroom/detail/2521>
- **Can This Business Open? | Office of Governor John Bel Edwards:**
<https://gov.louisiana.gov/page/can-this-business-open>
- **Phase 2 Reopening in Louisiana: What's Open and What's Closed?:**
https://www.theadvocate.com/baton_rouge/news/coronavirus/article_1f04fde8-a43d-11ea-86b0-ef758bd0cf68.html