



# RESILIENT LOUISIANA COMMISSION

**Hospitality and Tourism Task Force**  
**April 28, 2020**  
**Meeting Commenced at 2 p.m.**

## Task Force Members

- Kyle France
- Jill Kidder
- Ben Berthelot
- Doug Bourgeois
- Christian Brown
- Ralph Calhoun
- Linda Curtis-Sparks
- Kyle Edmiston
- Lane Ewing
- Elroy James
- Elie Khoury
- Walt Leger
- Debra Mayhew
- JP Morrell
- Ralph Ney
- Melvin Rodrigue
- Mark Romig
- Julie Samson
- Dean Smith
- Michael Smith
- Stephen Watson
- Nick Zaver
- Billy Nungesser

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- **Minutes**

- Welcome and Introductions
  - Roll was called and a quorum was confirmed
  - Kyle France welcomed everyone and introduced himself and Jill Kidder and co-leaders of the Resilient Louisiana Hospitality/Tourism Task Force. He explained what the Task Force was formed to accomplish and the importance of the Task Force.
  - Jill Kidder thanked everyone and reiterated the importance of the work ahead for everyone.
- Opening Remarks
  - Lieutenant Governor William “Billy” Nungesser, Louisiana’s Leader of the Department of Culture, Recreation and Tourism and RLC Commissioner
    - Based on the COVID -19 Louisiana numbers being reported, he understands and supports the Governor’s decision to stay at home until May 15. He also understands how hard this has been and will be on our industry, small business and the people our industry employees.
    - The way we rollback the restrictions will be critical to work for the people who are travelling to Louisiana. He stated he believes this task force will be able to assist tourism in its return.
    - We’ve been through Katrina, Oil Spill, 2016 floods. Louisiana is resilient. We’ll be back stronger than ever.
    - If Lt. Governor can help in any way, please call on him at any time.
- Outline of Hospitality / Tourism (HTTF) Areas of Focus
  - Kyle and Jill outlined the need to break such a large, diverse industry into areas of focus. This will allow for a more efficient workflow and timelier response to the Governor. The task at hand is to give Governor data/insight on how to reopen after May 15 and as we enter Phase 1 as

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outlined in the White House plan.

- Task Force Members Individual Assignments to Areas of Focus: The research and work of the following Task Force Areas of Focus may include other experts, industry professionals and frontline industry employees as the Task Force designees see fit. Please let Sammi (Sammi@louisianatravelassociation.org) know the name and contact information of those individuals you add someone to your focus area.
  - Hotels
    - Large Full-Service Hotels: Ralph Ney, Michael Smith (lead for hotels)
    - Small, Limited service Hotels: Lane Ewing, Eli Khoury and Nick Zaver
  - Convention and Visitor Bureaus (Sporting Events) and Convention and Event Centers
    - Kyle Edmiston (lead for CVBs)
    - Kyle France
    - Melvin Rodrigue
  - Festivals
    - Ben Berthelot
    - Christy Brown
    - Elroy James
    - Mark Romig (lead for Festivals)
  - Cultural attractions
    - Ralph Calhoun
    - Debra Mayhew
    - Stephen Watson (lead for Cultural attractions)
  - Outdoor recreation and adventure
    - Linda Curtis-Sparks (lead for Outdoor recreation)
    - Doug Bourgeois
  - Governmental Liaison
    - J.P. Morrell

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- RLC – Commission Members
  - Lt. Governor Billy Nungesser
  - Walt Leger
- Outline of Process, Structure and Deadlines (Please see the attached RLC Task Team Guidelines Report issued today for more details)
  - First Step: Quick Deep Dive into Impact on Focus Area
    - First to accomplish is a report on the economic impact of COVID – 19 by each of these Task Force Areas of Focus.
    - See reference/research information linked below.
    - If you have a research question, and want help from a state government agency, please let Kyle or Jill know. We will filter that to the right agency for an answer.
  - Second Step: Phase I Reopening Guidelines and Recommended Safety Procedures
    - Safety procedures should be outlined as overall focus area, employee and visitor recommendations
  - The report for first and second steps listed above is due back to Sammi Rushing no later than May 11. [Sammi@louisianatravelassociation.org](mailto:Sammi@louisianatravelassociation.org)
  - After this initial report, the task forces will begin work on Phase 2 and Phase 3 safety procedures and the overall recommendations for improving your area of focus as we come out of this pandemic.
  - Final Thoughts
    - Walt Leger, New Orleans & Co. Senior VP and General Counsel and RLC Commissioner
      - This Task Force is focused specifically for hospitality and tourism. There are other task forces for other specific areas of business. Please send information that you'd like to share or concerns you have.
      - The Governor wants to make the best choices for Louisiana and can only do that with the help of people on this call. He wants to be entirely advised by people who are on the ground and who are working in their industries.

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- We have to act fast and work quickly with full guidance from health experts and other leaders who are dedicating all of their time to fight
  - [resilientlouisiana@la.gov](mailto:resilientlouisiana@la.gov) : The general public should field questions to this email regarding the commission and the taskforce.
  - The first question for us is how do you align your phase 1 opening with your area of focus?
- Questions and Answers:
    - Ben Berthelot: How are we handling Youth Sports?
      - This would be under the CVB subgroup.
    - Walt Leger: There are a million different ways the subgroups could go, but the purpose is to determine the delicate balance between specific vs. general information regarding what is important sifting through all the different data.
    - Kyle France: It is important to involve as many people as we can to help formulate this with thoughts and ideas so that we can get good representation throughout the state. Please be sure to include the front-line worker in these conversations.
    - This is the first meeting of any of the taskforces!
    - Jill Kidder: Deep dive into the economic impact and how it will affect workers as well as the businesses. You will see in resources and attachments the way that certain organizations have put together their thoughts on how to rollback restrictions and keep employees and visitors/guest safe.
    - Nick Zaver: How often will the committees meet? When will the notices be sent out before May 11?
      - We would like for focus areas to get together on a call for themselves to determine the need for work calls. From there, the full task force will need updates and progress reports on weekly basis.

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- Walt Leger: Addressing the Chat question about festivals... it all comes down to safety and what people will feel comfortable and safe doing. He assured the group that they are focused on safety and reopening as safely as they can.
- Jill acknowledged Doug Bourgeois who is Asst. Secretary of LOT. He offered LOT's information and research.
- Kyle: Regroup a week from today. Sammi will send out roster with task force members.
  - The full Task Force agreed to meet at every Tuesday at 2 P.M.
- Adjournment
  - Christy Brown moved adjournment. Kyle Edmiston seconded motion.

## Meeting adjourned at 2:52

- Resource Links and Attachments:
  - White House Phased Guidelines: [https://www.whitehouse.gov/wpcontent/uploads/2020/03/03.16.20\\_coronavirus-guidance\\_8.5x11\\_315PM.pdf](https://www.whitehouse.gov/wpcontent/uploads/2020/03/03.16.20_coronavirus-guidance_8.5x11_315PM.pdf)
  - Wynn Las Vegas Health and Sanitation Program: <https://www.8newsnow.com/wpcontent/uploads/sites/59/2020/04/Wynn-Health-Plan.pdf>
  - Louisiana Tourism Statistics: <https://www.crt.state.la.us/tourism/louisiana-research/currentresearch/index>
  - Alabama Phase 1 Plan: <https://ltgov.alabama.gov/wp-content/uploads/2020/04/Reopening-AlabamaResponsibly-Phase-1.pdf>
  - Tennessee Covid-19 Recovery Plan: <https://www.tn.gov/governor/covid-19/economicrecovery/tennessee-pledge.html>
  - Longwoods International Covid-19 Travel Sentiment Survey: <https://longwoods-intl.com/news>

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- U.S. Travel Association / Get the Facts: <https://www.ustravel.org/toolkit/emergency-preparednessand-response-coronavirus-covid-19>
- Destinations Analysts: <https://www.destinationanalysts.com/>
- American Hotel & Lodging Association: <https://www.ahla.com/covid-19s-impact-hotel-industry>

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