



RESILIENT LOUISIANA COMMISSION

CO-CHAIR DON PIERSON

CO-CHAIR TERRIE STERLING

Hospitality and Tourism Task Force

May 12, 2020

Meeting called to order 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

AGENDA:

- Welcome
- Roll Call
 - Roll was called at 2 p.m. and a quorum was confirmed
 - Kyle France thanked all for joining and for advocating for the cause of RLC HTTF Meeting
- Approval of RLC HTTF May 5, 2020 Meeting Minutes
 - Kyle France asked for motion to approve May 5, 2020 meeting minutes. Mark Romig made motion. Dean Smith seconded motion. All approved. Motion passed.
- Phase I Discussion
 - Started meeting off coinciding with the Governor's meeting yesterday. Emphasized the importance of sustaining our precautions... wear mask, social distance, 6 feet apart. We want to get to Phase 2.
 - Jill referenced the Lt. Governor's Phase 1: Safer at Home presentation, which was on the screen.
 - Some things will be clarified on Thursday in the Governor's proclamation.
 - "No tactile exhibits" meaning children's museums
 - Casinos are opening back up on Monday at 25%
 - High risk individuals are being asked to stay home.
 - Now that the Governor has placed us in Phase 1, it's important to do our part to take it from here into the next phases
 - Please note resources - we will send the presentation.
- Next Steps for Subcommittees
 - Mark Romig - Festivals
 - Had a conversation that Phase 1 didn't involve festivals, but wanted to get ahead of what will be needed.
 - Good conversation with Arthur Hardy... how do you actually propose to do a Mardi Gras parade or festival under the appropriate guidelines? Not really an answer... would like to be able to engineer something that's appropriate and safe, but it's too early to make this recommendation
 - Plan to meet with experts regarding how to hold festivals within the parameters.
 - Ben Berthelot: conversation with members of SW Mardi Gras Association.
 - Moving forward with Mardi Gras 2021 with no changes.
 - Stephen Watson - Cultural Attractions
 - Thanked Kyle, Jill, Walt, Secretary and Lt. Governor for opening in Phase 1
 - Good calls with museums - taking this seriously
 - Will see a significant period of training and ramp up before opening - want to get staff back safely
 - Everyone will open based on their specific organizations
 - Greatly appreciate the support

- Children's museums not opened in Phase 1, but hopeful to open in Phase 2
- Kyle Edmiston - CVBs/Sports
 - Tournament for this weekend that is planning to take place in Lake Charles
 - As subcommittee moves forward, the biggest hurdle is conventions, meetings and events. With this comes social interaction. Difficult to do events 6 feet part.
 - Looking into best practices
 - Jill: Talking about the fact that CVBs are going to need marketing dollars. We need to include this in anything we do for the next phases regarding how important these dollars are to the economy
 - Kyle: try to record videos of the social distancing and how they're proceeding with what they're doing.
- Linda Curtis Sparks - Outdoor Recreation
 - Made contact with all known outdoor adventures
 - State parks will open back up this weekend.
 - Fresh and saltwater fishing. Both are picking back up this weekend.
 - 66 golf courses in Louisiana have come up with safe practices.
 - Probably not feasible for airboats until the next phase.
 - The CVBs and lifting the marketing cap are both very important
 - The Zoom networking is very important
- Lt. Governor Comments:
 - Great meeting with Governor. Extremely important that everyone follow the rules so that we can get out of this in Louisiana.
 - Encouraging "Book a couple nights, get a night free" at campgrounds
 - Thanked everyone who has put a lot of time and effort into this.
- Ralph Ney - hotels
 - Met last week on a conference call. People need a reason to travel. Lowering your rates doesn't give people a reason to travel.
 - Looking to everyone on the taskforce to get people traveling
 - "Stay Safe" enhanced hotel cleaning standards. These will help to continue to stay open and stay safe. We will send this out.
 - Janice Delerno Verges: B&Bs are still open. There is a traveling public who need a place to stay
 - Kelley Lloyd: Short term rentals... proposed actions focused on very small short-term rental operators. There's a forum where operators are sharing information. Ensuring that all operators across Louisiana can respond to the demand throughout the state.
- Kyle France - stadium issues
 - All is up in the air. Hoping to move into Phase 2 or 3, but not sure about Saints football games in the fall. Various plans that have been put forth, but nothing solid.

- Trepidation with those kinds of groups until we can get a vaccine.
- Final Thoughts
 - RLC Commissioners or Staff
 - Walt Leger - Thanked Kyle and Jill for their work
 - Need to start talking about long term strategy.
 - Over the course of the last few days, had conversations with cooks
 - They are committed to highest level of protocols
 - Governor's proclamation will come out on Friday.
 - Attempting to have someone from the Fire Marshal on next week's call
 - Don Pierson -
 - Gave comments about the transition into Phase 1 and encouraged all to continue on the Path into Phase 2.
 - Terrie Sterling
 - Thanked everyone for supporting the charge to get to Phase 1. Getting to Phase 2 will depend on the dedication to Phase 1. If we want to get a resilient Louisiana economy
 - Public Comments
- Kyle France asked for a motion to adjourn. Kyle Edmiston made motion. Christy Brown seconded. All approved. Meeting adjourned.

The Meeting Adjourned at 3 p.m.

Resource Links and Attachments:

New Resources for this week:

- New CDC Guidance for Reopening Pools: https://www.cdc.gov/coronavirus/2019-ncov/community/parks-rec/aquatic-venues.html?fbclid=IwAR0iN9NXwFDr7JN0xQqbMJrS2Qw0Yi3mnur-oVQRUV5X3Eqf255_ZDop4nI
- New York Times article: <https://www.nytimes.com/2020/05/10/business/airlines-coronavirus-bleak-future.html>
- Hardy Commentary: <https://www.dropbox.com/s/zpv0hjjw75itcnc/Hardy%20Commentary%201.jpg?dl=0>
- LAER Task Force Phase I Report 5.10.20: <https://www.dropbox.com/s/kvop2j8c0ev2qin/LAER%20Task%20Force%20Phase%20I%20Report%205.10.20.pdf?dl=0>

Resources from Previous Weeks:

- Artists, live industry brace for a year without concerts: 'Is there a better place for spreading disease?': <https://www.latimes.com/entertainment-arts/music/story/2020-04-17/coronavirus-concerts-live-music-return-2021>
- Future of Festivals: <https://www.salzburgglobal.org/news/fellows/article/festivals-in-a-time-of-pandemic-how-are-leaders-responding-to-the-coronavirus-crisis.html>
- Audubon Nature Institute Re-Opening Summary: <https://www.dropbox.com/s/8exnh1tt35eqiw2/Audubon%20Nature%20Institute%20Re-Opening%20Summary%20%28002%29.pdf?dl=0>
- LED Economic Vitals: <https://www.dropbox.com/s/r0zc952d5r1gfvf/LA%20Economic%20Vitals%20April%2024%2020.pdf?dl=0/>
<https://www.dropbox.com/s/sheulztdq2t2k9f/Vitals%20comments%20Apr%2024%202020.pdf?dl=0>
- New Orleans Post-COVID Hygiene for Meeting Planners: <https://www.dropbox.com/s/ye1o7zr8yohgxyv/New%20Orleans%20Post-COVID%20hygiene%20for%20meeting%20planners%20V4.pdf?dl=0>
- White House Phased Guidelines: https://www.whitehouse.gov/wp-content/uploads/2020/03/03.16.20_coronavirus-guidance_8.5x11_315PM.pdf
- Wynn Las Vegas Health and Sanitation Program: <https://www.8newsnow.com/wp-content/uploads/sites/59/2020/04/Wynn-Health-Plan.pdf>
- Alabama Phase 1 Plan: <https://ltgov.alabama.gov/wp-content/uploads/2020/04/Reopening-Alabama-Responsibly-Phase-1.pdf>
- Louisiana Tourism Statistics: <https://www.crt.state.la.us/tourism/louisiana-research/current-research/index>
- Tennessee Covid-19 Recovery Plan: <https://www.tn.gov/governor/covid-19/economic-recovery/tennessee-pledge.html>
- Longwoods International Covid-19 Travel Sentiment Survey: <https://longwoods-intl.com/news>
- U.S. Travel Association / Get the Facts: <https://www.ustravel.org/toolkit/emergency-preparedness-and-response-coronavirus-covid-19>
- Destinations Analysts: <https://www.destinationanalysts.com/>
- American Hotel & Lodging Association: <https://www.ahla.com/covid-19s-impact-hotel-industry>