



# RESILIENT LOUISIANA COMMISSION

## Hospitality and Tourism Task Force

May 5, 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

## COMMISSION MEMBERS

### **DON PIERSON, CO-CHAIR**

*Louisiana Economic Development*

### **TERRIE STERLING, CO-CHAIR**

*Healthcare Consultant*

### **BILLY NUNGESSER**

*Lt. Governor*

### **SENATOR RONNIE JOHNS**

*Chair Senate Commerce*

### **REP. PAULA DAVIS**

*Chair House Commerce*

### **SCOTT HENSGENS**

*Public Affairs Research Council*

### **TYRON PICARD**

*Council For A Better Louisiana*

### **JADE BROWN RUSSELL**

*Urban League Of Louisiana*

### **TIM TEMPLE**

*C100 For Louisiana*

### **BILL HOGAN**

*Century Next Bank*

### **LOUIS REINE**

*AFL-CIO*

### **MICHAEL LAFITTE**

*Shreveport Haberdashery*

### **WALT LEGER, III**

*New Orleans & Company*

### **TI MARTIN**

*Commander's Palace*

### **SONIA PEREZ**

*AT&T*

### **KIMBERLY ROBINSON**

*Ex-Officio*

### **JAY DARDENNE**

*Ex-Officio*

### **JIM RICHARDSON**

*Ex-Officio*

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RESTAURANTS & ENTERTAINMENT



# RESILIENT LOUISIANA COMMISSION

CO-CHAIR DON PIERSON

CO-CHAIR TERRIE STERLING

## Meeting

- Kyle France called the meeting to order and asked Madeline Sanchez to call roll.
  - Madeline called roll and confirmed a quorum.
- **ACTION ITEM:** Kyle France brought the attention to the minutes from the April 28 RLC HTTF Meeting and asked for a motion to approve. Kyle Edmiston made a motion to approve. Mark Romig seconded. All approved. Motion Passed.
- Kyle France brought attention to the new task force member, (Dean) Dean Smith.
  - Dean Smith is the Dean of LSU HSSC New Orleans
  - Dean Smith gave a brief overview of his background and what he does. He also mentioned what he is doing to assist in the recovery effort from Covid-19.
- Updates:
  - Please send [sammi@louisianatravelassociation.org](mailto:sammi@louisianatravelassociation.org) an email if you need updates/information
  - One of the things Michael Smith sent was what the larger hotels are using to decontaminate to open for Phase 1.
  - Jill: AHLA came out yesterday. We forwarded to task force yesterday. WE will make all of the various reports on the record.
    - Walt: Sent a document from Greater NOLA Hotel Lodging Assoc. to Kyle and Jill; please pass along to task force.
- Jill mentioned folks who have been added to the task force: Kelley Lloyd & Janice Delerno-Verges
- Kyle Asked for Updates from the subcommittees:
- Hotels:
  - HOTELS: Nick Zaver: AAHOA has sent out guidance regarding cleaning strategies. The problem is that some of the cleaning products are not available yet.
    - Conversation about eliminating continental breakfasts all together. A lot of brands are wanting to get rid of continental breakfasts, but whatever the task force decides on will supersede the brands.
    - A lot of hoteliers are all for eliminating breakfasts all together due to safety and cost.
- CVBS/CONVENTION CENTER/SPTG. EVENTS: Kyle Edmiston: subcommittee is in 3 different entities

- Starting with CVBs: Putting together revenue bases. Feel like the objective is more suited for Phase 2.
- Visitor Centers: Forwarded document to Jill with suggestions for best practices around the country. Phase 1 is a simple process. There's a lot of cleaning needing to take place. Where appropriate: install sneeze guards. This could start with Phase 1
- Youth Sports: in excess for \$50 million for just Lake Charles and Lafayette. Targeted some guidelines that include allowing outdoor youth sports in a limited fashion.
  - How to accomplish youth sports with more than 10? The only time there is a gathering is in the dugout. The kids would have to temper the number of people in the dugout to 10. The fans would have to socially distance and maintain 6 feet between family units.
- At this point, do the children wear masks?
  - Any staff working wears masks. No tickets at the gates. No masks for kids themselves.
- This is essentially providing recommendations on how to go activities under the guidelines.
- Baseball, softball, golf, tennis and lacrosse. The procedures that the subcommittee is suggesting allow for protected integrity of the sports themselves.
  
- FESTIVALS: Mark Romig: Same category as large venues regarding challenges they're facing.
  - Mardi Gras will stay on the festivals side.
  - Ben met with Festivals last Friday.
    - As they go into the fall, cancellation confirmations are critical.
  - Challenges: cost/benefit analysis, police force roll, willingness of visitors to gather en masse, effect that attendance will have on private sponsor.
  - Safety guidelines can be left in the hands of the individual festivals.
  - July 1 is the drop-dead date to know about fall events.
  
- CULTURE/ATTRACTIONS: Stephen Watson: Thanked subcommittee members.
  - Looked at through the lens of "best practices and guidelines" that could serve a diverse group of groups.
  - Culture and attractions can be a part of Phase 1 if done correctly.
  - \$50 million in lost revenue so far.
  - Wanted to establish guidelines for a safe and restricted opening.
  - Highlights:
    - Significant capacity limits
    - Daily capacity limits
    - No groups
    - Pre-Sold time tickets
    - Touch screen interactions are disabled or touchless. Some areas will remain closed.
    - Installation of signage.

- Rigorous cleaning/plexiglass screens/masked employees
- OUTDOOR/RECREATION: Linda Curtis-Sparks: Going to come back more quickly than other areas.
  - Freshwater fishing guides, golf guidance, reports on swamp tours, outfitters for kayaks and canoes.

### Review of Deadlines:

- May 15: Phase One (Hopefully)
  - Put together Phase One recommendations
  - Shooting for the first part of next week to get info to Walt and Lt. Governor
  - Please try to get us the information by the end of this week.
  - Would like top line suggestions by Wednesday night – not a full report.

### Questions:

- Dorian Nunez: Go get us some money!

### Final Thoughts

- Note: Tourism Economic Update by Dr. John Williams, Professor, UNO School of Hospitality and Tourism Wednesday, April 6, at 11:30 A.M. (please mark your calendars; zoom information to follow)
- RLC Commissioners or Staff

### Meeting Adjourned at 3 p.m.

### Resource Links and Attachments:

- Go Live Together Safely Link: <https://www.golivetgether.com/safety>
- AHLA Today Released Hotel Cleaning Standards: <https://www.ahla.com/sites/default/files/Safe%20Stay%20Guidelines.pdf>
- 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: Attached
- LED Economic Vitals: Attached
- New Orleans Post-COVID Hygiene for Meeting Planners: Attached
- White House Phased Guidelines: [https://www.whitehouse.gov/wp-content/uploads/2020/03/03.16.20\\_coronavirus-guidance\\_8.5x11\\_315PM.pdf](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>