

Louisiana Tourism Development Commission (LTDC)

Minutes of the Meeting
October 19, 2021

I. CALL TO ORDER

Louisiana Tourism Development Commission (LTDC) Chairman Alana Cooper called the meeting to order at 2:02 p.m.

II. ROLL CALL

Members Present:

Ms. Alana Cooper, Chair
Secretary of State Kyle Ardoin
Mr. Paul Arrigo
Mr. Ben Berthelot
Ms. Janice Delerno
Ms. Celeste Gomez
Ms. Alice Scarborough
Ms. Linda Curtis Sparks

Members Absent:

Lt. Governor Billy Nungesser
Ms. Diane D’Amico
Mr. William Langkopp
Mr. Maurice LeBlanc
Ms. Mary Ann Nowlin
Ms. Anna Koch Tusa

III. DISCUSSION

Ms. Lynne Coxwell reported that over the last two years, Louisiana’s visitor count (devices) has gone up 26% and in-state visitors have increased 13% since 2019.

Mr. Doug Bourgeois, Louisiana Office of Tourism Assistant Secretary, and members of his staff presented information on the budget, areas of success including digital marketing, sports tourism, advertising, and sales (both domestically and internationally), in addition to new projects. Presentation PDF attached for reference.

IV. OTHER BUSINESS

Mr. Bourgeois announced that the next meeting will be an “in-person” meeting held in Baton Rouge on January 13, 2022, at 11:00 a.m. A New Board Member Orientation will precede that meeting, beginning at 10:00 a.m.

V. ADJOURNMENT

With no other business, Ben Berthelot offered a motion to adjourn. Carla Tate seconded, the motion passed with a unanimous vote of 8-0.

The meeting adjourned at 3:06 p.m.

Respectfully Submitted,

Ms. Alana Cooper, Chair
Louisiana Tourism Development Commission