

**Monroe-West Monroe
Convention and Visitors Bureau
601 Constitution Drive
West Monroe, Louisiana 71292
Board of Directors Meeting**

**Minutes
July 23, 2019**

Date and Place: The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau, 601 Constitution Drive, West Monroe, Louisiana 71292, at 4:00 p.m. The Chairman Ryan Roark presided.

Roll Call:

Present
Kevin Crosby
Omar Elgourani
Sammy Gordy
Jordan Guillot
Mickey Merritt
Sue Nicholson
Ryan Roark
Norene Smith
Roderick Worthy

Absent
Don O'Toole, Jr. (Excused)
Nash Patel (Excused)

Staff:

Alana Cooper, President and CEO
Elmer Noah, Board Attorney
Ruth Canales, Office Manager

Agenda: Mickey Merritt moved, and Sammy Gordy seconded to approve the July 23, 2019, board meeting agenda. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Minutes: Sammy Gordy moved, and Mickey Merritt seconded to approve the minutes of the June 17, 2019, board meeting as read. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Treasurer Reports: The board members reviewed the itemized deposits and disbursements showing balance on hand as of June 30, 2019.

General Funds: \$9,190,296.81

Sammy Gordy moved, and Omar Elgourani seconded to approve the June 30, 2019 financial reports including the budget to actual comparison. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Reports filed for audit.

Travel Plans: Mickey Merritt moved, and Roderick Worthy seconded to approve additional travel plans for September through December. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Committee Reports:

Bid Committee:

Chairman Ryan Roark called on Omar Elgourani for the report of the Bid Committee. There was no quorum for the bid committee, so Mr. Elgourani addressed the entire board. Bids for renovation of the Convention and Visitors Bureau were received on July 23, 2019. The initial low bidder for the project was RDR Construction. Upon advice of TBA Architects, RDR Construction has withdrawn their original bid and Grindstone Construction has the next lowest bid as presented:

Base Bid - \$484,000.00

Alternate 1 - \$14,360

Alternate 2 - \$50,000

Alternate 3 - \$18,000

Jordan Guillot moved, and Omar Elgourani seconded that the Board would accept the withdrawal with a sworn formal affidavit from RDR Construction. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Sue Nicholson moved, and Kevin Crosby seconded that the Board accept the bid of Grindstone Construction in the amount of \$484,000.00 for the base bid and accept Alternative 1 and 2 for a total of \$548,360.00. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Personnel Committee:

Chairman Ryan Roark called on Norene Smith for the report of the Personnel Committee. Changes have been made to the job descriptions for the following jobs: Website and Social Media Manager and Multimedia Content Developer. Norene Smith moved, and Omar Elgourani seconded to make the changes to the Website and Social Media Manager and Multimedia Content Developer job descriptions as presented. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Tourism Grant Development Committee:

Committee Chairman Jordan Guillot reported the following had submitted final summary reports for the release of funds:

Horse Assisted Therapy Services of North Louisiana - \$2500.00

Cottonland Dog Club Cluster-\$1750.00

New Music on the bayou-\$375.00

Twin City Ballet-\$1875.00

Jordan Guillot moved, and Mickey Merritt seconded to approve the final summary reports and release funds. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

First application for funds was submitted by Downtown West Monroe Revitalization Group-\$28,048.00.

Jordan Guillot moved, and Sammy Gordy seconded to approve the first application for the Downtown West Monroe Revitalization Group \$28,048.00 be released. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

First and second applications for funds were submitted by the Sterlington Sports Complex in the amount of \$20,036.02 and Application Two in the amount of \$87,830.53.

Jordan Guillot moved, and Roderick Worthy seconded to approve these applications for payment for a total of \$107,416.56. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Jordan Guillot moved, and Sammy Gordy seconded that since the Krewe of Janus had not used the \$18,000.00 float repair funds should be returned to the Tourism Development Grant Fund. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

July 10, 2019 Grant Applications

The Tourism Development Grant Committee received seven (7) Events, Festivals and Marketing grant applications totaling \$122,000.00 and three (3) Capital Improvements Projects grant applications totaling \$1,234,049.00 for the July 10, 2019 grant period.

After reviewing the applications, the committee made the following recommendations for funding.

Tourism Development Grant Applications Events, Festivals, Marketing

Organization	Requested	Recommended
Downtown Arts Alliance Winter Wonderland/Christmas on the River	\$6,500.00	\$5,000.00
Downtown West Monroe Revitalization Group/Christmas Extravaganza/4 th of July Fireworks	\$20,000.00	\$18,000.00

Krewe of Janus 2020 Mardi Gras Parade	\$25,000.00	\$10,000.00
Louisiana Quarter Horse 2019 Sugar Bowl Extravaganza	\$7,500.00	\$7,500.00
N/E Louisiana Children's Museum Santa's Christmas Village	\$18,000.00	\$15,000.00
Twin City Ballet Company Marketing/2019-2020 Season 50 th Golden Anniversary	\$20,000.00	\$10,000.00
ULM Foundation Exploring Arts Entrepreneurship	<u>\$25,000.00</u>	<u>0.00</u>
	\$122,000.00	\$65,500.00

Jordan Guillot moved, and seconded by Roderick Worthy to approve July 10, 2019 grant applications as presented for Events, Festivals, Marketing as presented in the amount of \$65,500.00. Motion carried by a vote of nine (9) affirmative votes and zero (0) negative votes.

**Tourism Development Grant Applications
Capital Improvement Projects**

Organization	Requested	Recommended
Ike Hamilton Expo Center Stalls and Upgrade to Electrical	\$218,010.00	\$268,010.00
Downtown Monroe Alliance DeSiard Street Speaker	\$16,039.00	0.00
University of Louisiana at Monroe ULM Baseball Turf Project	<u>\$1,000,000.00</u>	<u>\$300,000.00</u>
	\$1,234,049.00	\$568,010.00

Jordan Guillot moved, and seconded by Roderick Worthy to approve July 10, 2019 grant Applications as presented for Capital Improvement Projects as presented in the amount of \$568,010.00. Motion carried by a vote of nine (9) affirmative votes and zero (0) negative votes.

Jordan Guillot moved, and Omar Elgourani seconded to add the sum of \$575,000.00 to Special Promotions budget for the Tourism Development Grant funds. Motion carried by a vote of nine (9) affirmative votes and zero (0) negative votes.

President/CEO Report

President and CEO Alana Cooper gave an update on the Wayfinding Signage Project. The Highway 165 Gateway signs have been installed. A timeline of completion is set for December 2019.

President and CEO Alana Cooper gave an update on the location of the CVB offices during the renovations/remodel timeframe.

Omar Elgourani moved, and Roderick Worthy seconded to allow Ryan Roark and Alana Cooper to work towards getting a lease agreement for the timeframe needed for the renovations/remodel. Motion carried by a vote of nine (9) affirmative votes and zero (0) negative votes.


President and CEO Alana Cooper reported that the furniture and fixtures that will not be used after the remodel need to be sold while transitioning to the new location. Sue Nicholson moved, and Roderick Worthy seconded to allow Alana Cooper the discretion of selecting furniture to be sold at auction as required by law and provide the list to the Board of Directors. Motion carried by a vote of nine (9) affirmative votes and zero (0) negative votes.

The Bureau is bidding for the Brahman National Junior Show 2020 and needs to dedicate five thousand dollars (\$5,000.00) for this event. Sammy Gordy moved, and Jordan Guillot seconded to dedicate five thousand dollars (\$5,000.00) to secure the Brahman National Junior Show 2020. Motion carried by a vote of nine (9) affirmative votes and zero (0) negative votes.

There being no further business, Jordan Guillot moved, and Sammy Gordy seconded to adjourn the meeting. Motion carried by a vote of nine (9) affirmative votes and zero (0) negative votes.



Ryan Roark, Chairman



Mickey Merritt, Secretary/Treasurer