

**Monroe-West Monroe
Convention and Visitors Bureau
212 Walnut Street, Suite 100
Monroe, Louisiana 71201
Board of Directors Meeting**

**Minutes
October 21, 2019**

Date and Place: The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitor Bureau, 212 Walnut Street, Suite 100, Monroe, Louisiana 71201 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
Don O'Toole, Jr.
Ryan Roark
Roderic Worthy

Absent
Nash Patel
Norene Smith

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

Agenda: Sammy Gordy moved, and Kevin Crosby seconded to approve the October 21, 2019, board meeting agenda. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Minutes: Mickey Merritt moved, and Jordan Guillot seconded to approve the minutes of the September 16, 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 a balance on hand as of September 30, 2019.

General Funds: \$7,985,874.09

Sue Nicholson moved, and Omar Elgourani seconded to move Seven Hundred Fifty-Thousand Dollars (\$750,000.00) from the Money Market Account to the Operating Account. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Sammy Gordy moved, and Jordan Guillot seconded to approve the September 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 Sue Nicholson seconded to approve travel plans for October through January 2020. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Committee Reports:

Budget/Marketing Committee: Vice-President of Communications, Sheila Snow, presented the 2020 marketing plan overview and details for advertising to the committee.

President and CEO Alana Cooper presented the 2019 Revised Budget to the committee. Changes to the budget for 2019 were discussed.

Don O'Toole, Jr. moved, and Kevin Crosby seconded to approve the 2019 revised budget. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Personnel Committee: Sue Nicholson, moved and Jordan Guillot, seconded to add the position of Operations Administrator to the current job descriptions. Motion carried by a vote of nine (9) affirmative votes to zero negative votes.

Tourism Development Grant Committee:

Chairman Jordan Guillot reported the Sterlington Sports Complex had requested payment of Application #4 (revised and resubmitted) in the amount of Seventy-Seven Thousand, Five Hundred Ninety Dollars and 96 Cents (\$77,590.96) and Application #5 in the amount of Ten Thousand, Two Hundred Eighty Dollars and Forty-One Cents (\$10,280.41). Also, requested was payment for a grease trap which was left off the original drawings and placement of vinyl on exterior of building instead of painting. Jordan Guillot moved, and Sammy Gordy seconded to pay for Application #4, Application #5, and Change Order. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Chairman Jordan Guillot reported that ULM Tennis had requested payment for the resurfacing fifteen tennis courts at ULM's Heard Tennis Stadium. The original grant for this project was \$146,250.00 but the project came in at a cost of Ninety-Two Thousand, Four Hundred Seventeen Dollars. All requirements of the Summary Report have been met and approved. Jordan Guillot moved, and Sue Nicholson seconded to pay ULM the \$92,417.00 requested. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Other Business: President and CEO Alana Cooper updated the Board on the progress of the Wayfinding Signage Project. The signs are being placed all over Monroe and West Monroe. We are hoping that this project will be complete by the end of the year.

President and CEO Report: President and CEO Alana Cooper updated the Board on the progress of renovations on the building. Progress is being made. The new roof has been put on and demotion is about complete on the upstairs and downstairs areas.

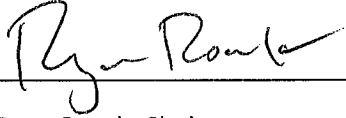
President Cooper ask the Board for approval to offer Five Thousand Dollars (\$5,000.00) as an incentive to return the Louisiana 4-H Horse Show to the area. Jordan Guillot moved, and Omar Elgourani seconded to approve the request for a Five Thousand Dollar (\$5,000.00) incentive to the Louisiana 4-H Show. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

President Cooper reported that a new camera security system would be needed for the new building. We have received a quote of Four Thousand Dollars (\$4,000.00) to upgrade the system. Mickey Merritt moved, and Sammy Gordy seconded to accept the upgrade of the camera system in the sum of Four Thousand Dollars (\$4,000.00). Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

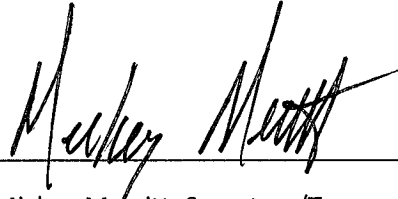
Due to the retirement of Sylvia Bullard, the Parochial Retirement System has requested two other persons be named to replace the signatories. President Cooper requested that she and Ruth Canales, Office Manager, be named as signatories. Kevin Crosby moved, and Sammy Gordy seconded that President Alana Cooper and Office Manager Ruth Canales be named the signatories for the Parochial Retirement System. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

President Alana Cooper requested that an additional Three Thousand Dollars be added to the requested amount of Seven Thousand Dollars (\$7,000.00) as the invoice from the Crappie Association had come in at Ten Thousand Dollars (\$10,000.00) instead of anticipated Seven Thousand Dollars. Omar Elgourani moved, and Jordan Guillot seconded that Three Thousand Dollars additional be allowed for the Crappie Tournament. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Adjournment: There being no further business, Jordan Guillot moved, and Omar Elgourani seconded to adjourn the meeting at 5:00 p.m. The motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.



Ryan Roark, Chairman



Mickey Merritt, Secretary/Treasurer