

**Monroe-West Monroe Convention and Visitors Bureau  
601 Constitution Drive  
West Monroe, Louisiana 71292  
Board of Directors Meeting  
Minutes  
October 19, 2020**

**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., October 19, 2020. Video Conference offered to Board Members that were unable to attend in person.

The President Ryan Roark presided.

**Roll Call:**       **Present**  
Kevin Crosby  
Omar Elgourani  
Sammy Gordy  
Jordan Guillot  
Mickey Merritt  
Sue Nicholson  
Don O'Toole, Jr.  
Nash Patel -Via Video Conference  
Ryan Roark  
Norene Smith

**Absent**  
Roderick Worthy (E)

**Staff:**           Alana Cooper, President and CEO  
Elmer Noah, Board Attorney  
Krystle Ivey, Operations Administrator  
Ruth Canales, Office Manager

**Agenda:**       Sammy Gordy moved, and Mickey Merritt seconded to approve the October 19, 2020 Board Meeting agenda. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Minutes:**       Mickey Merritt moved, and Omar Elgourani seconded to approve the September 21, 2020 minutes as read. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Treasurer's Report:** The board members reviewed the itemized deposits and disbursements showing a balance on hand as of September 30, 2020:

General Funds: \$7,232,536.44

Sue Nicholson moved, and Jordan Guillot seconded to approve the September 30, 2020 financial reports including the budget to actual comparison. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Staff Activities and Travel Plans:** There were no additions to the travel plans.

**Committee Reports:**

**Personnel Committee:** Norene Smith reported for the Personnel Committee. Norene Smith moved and Omar Elgourani seconded to accept the recommendations of the Personnel Committee as follows:

1. Update to current job descriptions and approval of two new positions for Sales Development and Public Relations & Media Coordinator
2. Approval of Exempt Status of the job descriptions for Website & Social Media Manager and Multimedia Content Developer
3. Renewal of 3-year contract for Alana Cooper, President/CEO
4. Approval of personnel budget

Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Budget/Marketing Committee:** Chairman Mickey Merritt reported for the Budget/Marketing Committee. The Board was presented the revised budget for 2020 was presented along with the 2021 requested budget for recommendation for acceptance at the November Board Meeting.

Sheila Snow presented to the Board the results of the RFP for the development of the website. Several companies responded and were reviewed, and references were checked. Tempest is the recommendation to the Board for the website development. Sammy Gordy moved, and Sue Nicholson seconded to accept the recommendation of the Budget/Marketing Committee to accept the quote from Tempest for the development of the new website. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Facilities/Product Development Committee:** Chairman Jordan Guillot reported for the Facilities/Product Development Committee. It was recommended the Convention and Visitors Bureau needs a cost analysis. Tim Brandon, TBA will prepare the cost analysis. The committee is working to decide what sports we would pursue.

**Tourism Development Grant Committee:** Chairman Jordan Guillot reported for the Tourism Development Grant Committee. The billboards were discussed and many of the participants in the billboard grants will not be open again until the beginning of next year. The committee recommends that the pre-paid expense for vinyl changes of these grants be redirected to spending for advertisement of Christmas on the River. Jordan Guillot moved, and Mickey Merritt seconded to redirect the expense for vinyl change to advertisement for Christmas on the River. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Outstanding Grants:**

**Downtown West Monroe Revitalization Group:** This group has requested release of 75% of their grant amount in the amount of \$20,214.00 for Alley Park shade sails. Jordan Guillot moved, and Mickey Merritt seconded to release the sum of \$20,214.00 to the Downtown West Monroe Revitalization Group for the Alley Park shade sails. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Chennault Air Park:** The Chennault Air Park project requested Payment (4) in the amount of \$33,979.97. Jordan Guillot moved, and Sammy Gordy seconded to release Payment (4) to the Chennault Aviation and Military Museum in the amount of \$33,979.97. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Northeast Louisiana Children's Museum:** The Northeast Louisiana Children's Museum requested the Final Payment for the Movie Equipment in the amount of \$13,290.00 and 75% of the Advertising in the sum of \$4,016.25. Jordan Guillot moved, and Sue Nicholson seconded to pay the Northeast Louisiana Children's Museum the sum of \$13,290.00 for equipment and \$4,016.25 for advertising. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Downtown West Monroe Revitalization Group:** The group requested release of seventy-five (75%) of their grant for Christmas Fireworks in the amount of \$3,750.00 and seventy-five (75%) general marketing in the amount of \$3,187.50. Jordan Guillot moved, and Sammy Gordy seconded to release 75% of this grant for Christmas Firework and general marketing in the amounts of \$3,750.00 and \$3,187.50 to Downtown West Monroe Revitalization Group. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.


**National Horseshoe Pitchers Association.** The funds dedicated to the National Horseshoe Pitchers Association need to be redirected from 2020 to 2023 due to COVID causing the cancellation of the tournament this year. Jordan Guillot moved, and Don O'Toole seconded to redirect funds from the 2020 National Horseshoe Pitchers Association World Tournament to the 2023 National Horseshoe Pitchers Association World Tournament. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Other Business:**

Sue Nicholson moved, and Sammy Gordy seconded to name Johnson, Perry, Roussel and Cuthbert, LLC as our auditors for 2021. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Adjournment:** There being no further business, Kevin Crosby moved, and Jordan Guillot seconded to adjourn at 4:55 p.m. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

  
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Ryan Boark, Chairman

  
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Mickey Merritt, Secretary/Treasurer