

**Monroe-West Monroe
Convention and Visitors Bureau
601 Constitution Drive
West Monroe, Louisiana 71292**

Board of Directors Meeting-Via Video Conference

Link to Meeting- <https://zoom.us/j/91028696416?pwd=Z29HamZOTUNjRFIFS1JPN283ekh1dz09>

**Minutes
April 20, 2020**

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., April 20, 2020 Via Video Conference

<https://zoom.us/j/91028696416?pwd=Z29HamZOTUNjRFIFS1JPN283ekh1dz09>

The Chairman Ryan Roark presided.

Roll Call: Present

Kevin Crosby
Omar Elgourani
Sammy Gordy
Jordan Guillot
Mickey Merritt
Sue Nicholson
Don O'Toole, Jr.
Nash Patel
Ryan Roark
Norene Smith
Roderick Worthy

Staff:

Alana Cooper, President and CEO
Elmer Noah, Board Attorney
Krystlel Ivey, Operations Administrator
Ruth Canales, Office Manager

Agenda:

Mickey Merritt moved, and Jordan Guillot seconded to approve the April 20, 2020 board meeting agenda. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Minutes:

Nash Patel moved, and Mickey Merritt seconded to approve the February 17, 2020 minutes as read. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Treasurer's Reports: The board members reviewed the itemized deposits and disbursement showing a balance on hand as of February 29, 2020:

General funds: \$8,232,208.61

Sammy Gordy moved, and Omar Elgourani seconded to approve January 31, 2020, financial reports, including the budget to actual comparison. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

The board members reviewed the itemized deposits and disbursement showing a balance on hand as of March 31, 2020:

General Funds: \$8,162,075.23

Omar Elgourani moved, and Nash Patel seconded to approve February 29, 2020, financial reports, including the budget to actual comparison. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Staff Activities and Travel Plans: President and CEO Alana Cooper reviewed the staff activities. There were no travel plans to approve.

Committee Reports:

Tourism Development Grant Committee:

Chairman Jordan Guillot reported that the following had requested their final payment:

Twin City Art Foundation/Masur Museum of Art requested their final payment of \$637.50 for production of a brochure. The original grant amount was \$2,550.00. Seventy-Five (75%) percent in the amount of \$1,912.50 has been paid. All necessary paperwork has been received and is complete. Jordan Guillot moved, and Omar Elgourani seconded to approve the final payment in the amount of \$637.50 to the Masur Museum. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Krewe of Riverie requested their final payment for bands in the amount of \$2,500.00 and \$13,900.00 for float reimbursements. Seventy-Five percent (75%) in the amount of \$7,500.00 for bands has been paid leaving an open balance of \$2,500.00 for bands and \$13,900.00 for float reimbursements. All necessary paperwork has been received and is complete. Jordan Guillot moved, and Nash Patel seconded to approve final payment in the amount of \$2,500.00 for bands and \$13,900.00 for floats. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Chairman Guillot reported that Ralph Calhoun of the Biedenharn Museum and Garden has requested a change to the designated funds. Mr. Calhoun requested that the board of directors allow him to use \$1,395.00 for travel and lodging to the Going On Faith conference and allow any remaining funds to be used to increase the Biedenharn's boosted Facebook ads to areas two hours or beyond, during the Christmas Promotions. Jordan Guillot moved, and Sammy Gordy seconded to approve the change of the designation of \$1,395.00 funds for travel related to Going on Faith conference and remainder to be utilized for facebook advertising with the provision to submit all receipts for verification. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Chairman Guillot discussed a need to move the date of the next Tourism Grant Development applications should change from July 10, 2020 to August 10, 2020. Jordan Guillot moved, and Sammy Gordy seconded a change in the date of the Tourism Grant Development applications from July 10, 2020 to August 10, 2020. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Other Business:

President and CEO Alana Cooper discussed the Records Retention Schedule required by the Louisiana Secretary of State. Nash Patel moved, and Omar Elgourani seconded to approve the Records Retention Schedule to send for approval from the Secretary of State's office. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

President and CEO Alana Cooper discussed that in an efforts to help our hotel/motel partners during the COVID 19 outbreak and in accordance with the mandate of EO 2020-30 and 2020-41 that the Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish extends the deadline for filing occupancy tax returns and corresponding payment of the taxes collected by hotel/motel operators due on April 1, May 1, and June 1, 2020 until July 20, 2020 and said returns and payments are deemed timely if filed and paid on or before July 20, 2020. Kevin Crosby moved, and Sammy Gordy seconded to offer a voluntary deferral for filing occupancy tax returns and corresponding payment of the taxes collected by hotel/motel operators due on April 1, May 1, and June 1, 2020 until July 20,2020. Nash Patel asked for recusal from the vote. Motion carried by a vote of ten (10) affirmative votes, zero (0) negative votes, and one(1) recusal.

The 2021 Crappie USA Regional is looking at coming to the Ouachita River. There would be approximately 300 people along with media value for this event. The bid charge for this event is \$22,000.00. Kevin Crosby moved, and Nash Patel seconded to designate \$22,000.00 to host the 2021 Crappie USA Regional Tournament. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Adjournment: There being no further business, Jordan Guillot moved, and Mickey Merritt seconded to adjourn the meeting at 4:50 p.m. The motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.



Ryan Roark, Chairman



Mickey Merritt, Secretary/Treasurer