

**Monroe-West Monroe
Convention and Visitors Bureau
Board of Directors Meeting**

**Minutes
August 20, 2018**

Date and Place: The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau on August 20, 2018, at 4:00 p.m. The Chairwoman, Sammy Gordy, presided.

Roll Call: **Present**

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

Absent

Omar Elgourani (excused)

Staff: Alana Cooper, President/CEO
 Sylvia Bullard, Finance Manager

Agenda: Ryan Roark moved and seconded by Mickey Merritt to approve the August 20, 2018 board meeting agenda. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Minutes: Mickey Merritt moved and seconded by Jordan Guillot to approve the minutes of the July 16, 2018 board meeting as read. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Treasurer Report: The board members reviewed the itemized deposits and disbursements showing the following balance on hands as of July 31, 2018.

General Funds	\$ 8,080,861.05
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Sue Nicholson moved and seconded by Nash Patel to approve the July 31, 2018 financial reports as presented. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Report filed for audit.

Travel Plans: Nash Patel moved and seconded by Mickey Merritt to approve the additional travel plans for August through October 2018. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Committee Reports:

Tourism Development Grant Committee – Ryan Roark, reported that the committee met to discuss requests from Twin City Art Foundation and the Town of Sterlington.

1. The Twin City Art Foundation requested final payment in the amount of \$2,500.00 for Murals at the Monroe Civic Center and the Louisiana Purchase Gardens and Zoo.

Ryan Roark moved and seconded by Kevin Crosby to approve the final payment to the Twin City Art Foundation in the amount requested less the deductions for adverting, production cost and Facebook ads not beyond ninety miles as requested by the grant guidelines. Motion carried a vote of (9) affirmative votes to zero (0) negative votes.

2. The Town of Sterlington requested board approval to change the layout for the four (4) batting cages at the Sterlington Sports Complex from the design approved at the time of the grant.

Ryan Roark moved and seconded by Kevin Crosby to request further information regarding the batting cages design. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

3. East Ouachita Parish Recreation District #1 was not present at the August 20, 2018 to discuss the progress of work completed on the baseball complex.

Kevin Crosby moved and seconded by Sue Nicholson for the President to contact Gene Crain, Executive Director, of EORD#1 to request that they are present to give a progress every month to the Monroe-West Monroe Convention and Visitors Bureau Board of Directors. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Other Business:

Alana Cooper reported that she needs to request additional funds to cover Nell Calloway with Chennault Aviation and Military Museum expenses to travel to China on a Sales Mission with the State of Louisiana Office of Tourism. She requested approval to increase the amount from \$7,000.00 to the amount of \$8,000.00.

Kevin moved and seconded by Mickey Merritt to approve changing the amount for Nell Calloway's expenses to travel to China on a Sales Mission with the State of Louisiana Office of Tourism from \$7,000.00 to \$8,000.00. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Alana Cooper reported that Harolyn Falgoust will retire on August 31, 2018. She stated that she is in the process of hiring a replacement for the open position. She reported that she has a full-time and a part-time position open and requested board approval to combine both positions into one position. She stated she will revise the job description to include the part-time position into the full-time. The one position will have more responsibility and it will be an exempt salary position in which overtime will not be paid.

Nash Patel moved and seconded by Kevin Crosby to approve the executive director to revise the open job description and combine the full-time and part-time job that's open into one position. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

President/CEO – Alana Cooper requested the board to approve \$6,000.00 for rental fees and other expenses to bid to host the National Limousin Jr. Cattle Show at the Ike Hamilton which will bring in about 400 cattle and is a five (5) day show to be held in July 2020.

Ryan Roark moved and seconded by Kevin Crosby to dedicate \$6,000.00 in Special Promotions for rental fees and other expenses to host the National Limousin Jr. Cattle Show if awarded the event to be held in July 2020. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Alana Cooper requested the board to approve \$45,000.00 to host the Dixie Boys 13 and 14 year old World Series at the Sterlington Sport Complex July 30- August 4, 2020. The tournament will bring in 24 teams from eleven (11) states.

Norene Smith moved and seconded by Mickey Merritt to dedicate \$45,000.00 in Special Promotions to host the Dixie Boys 13 and 14 year Old World Series Tournament in July 30 – Aug 4, 2020 at the Sterlington Sport Complex. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Alana Cooper requested the board to approve \$75,000.00 to bid and host the Crappie National Tournament to held in April and September 2020. She stated that the April tournament will be a two (2) day event and bring in one hundred (100) boats and the September tournament will be a day two (2) day event and bring in two hundred (200) boats with pre-fishing of two day up to seven days for each. She reported that the Monroe-West Monroe area will benefit from hosting with the national advertising and broadcasting on the Pursuit TV Channel.

Moved by Kevin Crosby and seconded by Ryan Roark to dedicate \$75,000.00 in Special Promotion to host the Crappie National Tournaments to be held in April and September 2020. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Adjournment: There being no further business, Mickey Merritt moved and seconded by Jordan Guillot to adjourn at 5:15 p.m. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Sammy Gordy, Chairwoman

Mickey Merritt, Secretary Treasurer