

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

**Minutes  
February 17, 2020**

**Date and Place:** The Monroe-West Monroe Convention and Visitors Bureau held at the Convention and Visitor Bureau, 212 Walnut Street, Suite 100, Monroe, Louisiana 71201 at 4:00 p.m., February 17, 2020. Chairman Ryan Roark presided.

**Roll Call: Present**  
Kevin Crosby  
Omar Elgourani  
Sammy Gordy  
Jordan Guillot  
Sue Nicholson  
Don O'Toole, Jr.  
Nash Patel  
Ryan Roark  
Norene Smith  
Roderick Worthy

**Absent**  
Mickey Merritt (Excused)

**Staff:** Alana Cooper, President and CEO  
Elmer Noah, Board Attorney  
Krystle Ivey, Operations Administrator  
Ruth Canales, Office Manager  
Scott Bruscato, Senior Vice President of Sales  
Sheila Snow, Vice President of Communications

**Agenda:** Sammy Gordy moved, and Omar Elgourani seconded to amend the agenda to consider a change order on the building in Other Business. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Norene Smith moved, and Roderick Worthy seconded to approve the February 17, 2020 board meeting agenda as amended. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Presentation:** Scott Bruscato, Senior Vice President of Sales, presented a summary of 2019 sales and an overview of the events we are pursuing. He presented the 2020 goals.

Sheila Snow, Vice President of Communications, presented a summary of 2019 communications. The calendar of events is the top information viewed on our website. She also presented the 2020 Communications Department goals.

**Minutes:** Sammy Gordy moved, and Jordan Guillot seconded to approve the minutes of the January 27, 2020 board meeting as read. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Treasurer's Reports:** The board members reviewed the itemized deposits and disbursements showing a balance on hand as of January 31, 2020:

General Funds: \$8,399,212.94

Sammy Gordy moved, and Omar Elgourani seconded to approve December 31, 2019, financial reports, including the budget to actual comparison. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Reports filed for audit.

President Cooper reported that there is a need to adjust the 2020 budget for monies not spent during 2019. Several grants are still open and were expected to complete but did not by the end of the 2019-year timeframe.

1. Four hundred eighty-three thousand (\$483,000,00) signage project amount that needs to transfer to 2020 community improvement funds. This expenditure will occur in 2020.

2. One million, two hundred thousand dollars (\$1.2M) needs to be added into the Special Promotions from the uncompleted 2019 grants.

Jordan Guillot moved, and Nash Patel seconded to adjust the budget to add four hundred eighty-three thousand dollars (\$483,000) to the Community Improvement funds and one million, two hundred thousand dollars(\$1,200,000) to Special Promotions. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Travel Plans:** Nash Patel moved, and Kevin Crosby seconded to approve the travel plans February 2020-June 2020. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

## **Committee Reports:**

### **Tourism Development Grant Committee:**

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

The committee reviewed the final report from the Louisiana Quarter Horse Association. They had received a \$7,500.00 marketing grant. Seventy-five percent (75%) or \$5,625.00 rewarded on September 17, 2019, and they have requested the balance of one thousand, eight hundred seventy-five dollars (\$1,875.00). The Summary Report is complete and accepted.

Chairman Jordan Guillot reported that the committee reviewed the financials for the 2020 Billboards. The committee recommends moving the \$799 amount remaining from the 2019 Billboards budget to 2020 Billboards budget.

President Alana Cooper reported that the Twin City Marathon would need fifteen thousand (\$15,000.00) to have the event in 2020. Last year was the first year of the Bureau running the Marathon. It is the goal of the Twin City Marathon to double the participants for 2020.

Chairman Jordan Guillot and the committee recommends the Twin City Marathon have the event again in 2020 with the needed budget of fifteen thousand dollars (\$15,000.00).

Nash Patel moved, and Roderick Worthy seconded to accept the recommendations of the Tourism Development Grant Committee to pay the Louisiana Quarter Horse Association their final balance of \$1,875.00, move the remaining balance of \$799 from the 2019 Billboards budget to the 2020 Billboards budget, and to approve fifteen thousand dollars (\$15,000.00) for the Twin City Marathon 2020. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Minutes of January 21, 2020, the Tourism Development Grant Committee were presented to the board. Sammy Gordy moved, and Nash Patel seconded to approve the January 21, 2020 minutes of the Tourism Development Grant Committee. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Other Business:** President and CEO Alana Cooper updated the Board on the progress of the Wayfinding Signage Projects. We are beginning to have weekly progress meeting to keep up with the progress on the project.

Progress gave on the renovation project for the West Monroe facility. Grindstone Construction has sent Change Order #4 to cover the replacement of all door hardware on every door in the building, including exit devices. This change order is for seven thousand, five hundred dollars (\$7,500.00).

Kevin Crosby moved, and Nash Patel seconded to accept Change Order #4 for seven thousand, five hundred dollars (\$7,500.00). Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

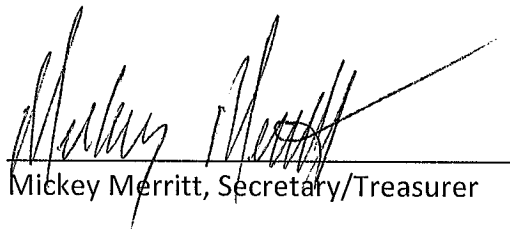
**President's and CEO Report:** President and CEO Alana Cooper presented a proposal for handling situations where the Convention and Visitors Bureau Sales Department needs approval for bidding and hosting fee obligations between Board Meetings. President Cooper proposed a committee for approval between the board meetings. After discussion, Kevin Crosby moved, and Nash Patel seconded to provide up to fifteen thousand dollars (\$15,000.00) allowance for approval by the Chairman and the President/CEO as allocation for hosting or bid fees when the deadline is between scheduled board meetings. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

President Alana Cooper asked the board to approve a membership application to the Northeast Society for Human Resource Management and a course offered through ULM Continuing Education for SHRM CP/SHRM Exam Preparation Course for Krystle Ivey's training that had not been in the budget plan. Norene Smith moved, and Nash Patel seconded to approve the application for membership and Continuing Education study for Krystle Ivey as a part of her job duties with Human Resources. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

President Cooper reminded members of the Board that the Financial Disclosure form for the State of Louisiana will be due on May 15, 2020. This form must be submitted by each board member. The CVB will send out email reminders.

**Adjournment:** There being no further business, Omar Elgourani moved, and Roderick Worthy seconded to adjourn the meeting at 5:35 p.m. The motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

  
Ryan Roark, Chairman

  
Mickey Merritt, Secretary/Treasurer