

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

**Minutes  
January 27, 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., January 27, 2020. The Chairman Ryan Roark presided.

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

**Absent**  
Mickey Merritt (Excused)

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

**Visitors:** Mayor Staci Albritton Mitchell  
Mr. Tim Brandon-TBA Architecture

**Agenda:** Nash Patel moved, and Sammy Gordy seconded to approve the January 27, 2020 board meeting agenda. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Presentation:** Mayor Staci Albritton Mitchell and Mr. Tim Brandon spoke on a concept they have for an enclosed sports complex located in West Monroe. The concept is based on having the size for eight (8) basketball courts to host sports such as basketball, volleyball, and pickleball. Included in the proposal was breakout facility space and meeting space.

**Minutes:** Jordan Guillot moved, and Sammy Gordy seconded to approve the minutes of the December 16, 2019 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 December 31, 2019:

General Funds: \$8,467,973.84

Sue Nicholson moved, and Jordan Guillot seconded that President and CEO Alana Cooper will investigate the best place to place some of the General Funds. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Sammy Gordy moved, and Omar Elgourani seconded to approve the 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.

**Travel Plans:** Mickey Merritt moved, and Roderick Worthy seconded to approve the travel plans January 2020-May 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 Biedenharn Museum and Gardens. They had received a \$15,440.00 marketing grant and only used \$14,240.00 leaving a balance in the amount of \$1200.00. They had requested the final payment of \$2,660.00 reimbursement. After further research on this grant, it was noted that The Biedenharn Museum and Gardens had not received any funds for this grant thus the amount due was \$14,240.00, Jordan Guillot moved, and Sue Nicholson seconded that the final payment for The Biedenharn Museum and Gardens of \$14,240.00 and return the balance of \$1,200.00 to Special Promotions. Motion presented carried by a vote of ten (10) affirmative votes to zero negative votes.

The committee reviewed a letter of request for an extension for Downtown West Monroe Revitalization Group. The request extension is to gather three competitive bids for the shade structure. Jordan Guillot moved, and Omar Elgourani seconded that the Downtown West Monroe Revitalization Group's grant be extended to March 11, 2020, for quotes on the shade structure to be submitted to the committee. Motion carried by a vote of ten (10) affirmative votes to zero negative votes.

The committee received and reviewed five (5) grant application for Events, Festivals, or Marketing in the amount of \$114,827.00. The committee recommended the following:

	Requested	Recommended
The Biedenharn Museum and Gardens 2020 Marketing Efforts	\$24,697.00	\$20,217.00
Chennault Aviation and Military Museum Chennault Gala-October 17, 2020	\$16,930.00	\$16,930.00
Cottonland Dog Club Cottonland Cluster Dog Show-May 21-24, 2020	\$ 7,000.00	\$ 7,000.00
Mann Family Charities Crawfish Craze 5D Barrel Run-May 22-24, 2020	\$15,000.00	\$10,000.00
*Contingent upon receiving specific data information on participants		\$ 2,105.00*
Twin Cities Krewe de Riviere Mardi Gras Parade *One time only	\$50,000.00	\$10,000.00 for bands \$13,900.00 for floats*
	Total	<u>\$80,152.00</u>

Jordan Guillot moved, and Sammy Gordy seconded to accept the recommendations of the committee. Motion carried by a vote of ten (10) affirmative votes to zero negative votes.

Jordan Guillot moved, and Norene Smith seconded to return the remainder of \$5,937.00 from the ULM Tennis Courts grant back into Special Promotions. Motion carried by a vote of ten (10) affirmative votes to zero negative votes.

**Other Business:** President and CEO Alana Cooper updated the Board on the progress of the Wayfinding Signage Projects. We have received approximately thirty-five (35) signs with thirty-

three installed. We are beginning to have weekly progress meeting to see exactly where the project is and what remains to be done.

Progress is being made on the renovation project for the West Monroe office. It is looking like late February to early March to return to the building.

Furniture has been ordered for the building using the state contract for cost savings. It will be approximately four (4) weeks until all is here.

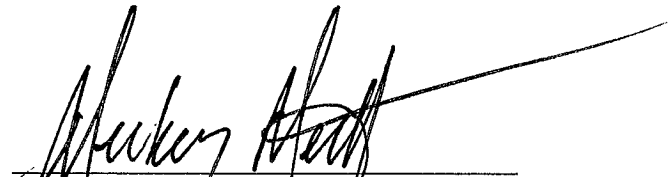
**President's and CEO Report:** President and CEO Alana Cooper requested some changes to the reporting of Tourism Development Funds to allow for the listing the Convention Bids and Hosting Fees separate from the grants. President Cooper gave a report on the bids that are under consideration along with room nights and obligations. Each event has a budget amount requested per event:

Louisiana FFA-four (4) year commitment	\$12,500.00
Bassmasters BASS Nation Regional	\$25,000.00
Bassmasters BASS Nation Championship	\$45,000.00
Louisiana State Horse Show three (3) year commitment	\$4,000.00 per year
Dixie AA Coach Pitch State Tournament	\$2500.00
Dixie 12 U O-Zone State Tournament	\$1000.00

Kevin Crosby moved, and Sue Nicholson seconded to allow President Cooper to designate these amounts for the Convention Bids and Hosting as presented with up to a 5% increase if needed. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Adjournment:** There being no further business, Omar Elgourani moved, and Norene Smith seconded to adjourn the meeting at 5:40 p.m. The motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

  
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Ryan Roark, Chairman

  
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Mickey Merritt, Secretary/Treasurer