

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

**Minutes
January 23, 2017**

Date and Place: The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau office on January 23, 2017 at 4:00 p.m. The Chairman, Nash Patel presided.

Roll Call: **Present**

Kevin Crosby	Dr. Jerry Edmondson
Omar Elgourani	Lane Howell
Mickey Merritt	Sue Nicholson
Don O'Toole	Nash Patel
Ryan Roark	Norene Smith

Absent

Sammy Gordy (excused)

Staff: Alana Cooper, President/CEO
 Sylvia Bullard, Office Manager/Bookkeeper
 Elmer Noah, Board Attorney

Agenda: It was moved by Ryan Roark and seconded by Mickey Merritt to approve the January 23, 2017 board meeting agenda. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Minutes: It was moved by Sue Nicholson and seconded by Omar Elgourani to approve the minutes of the December 19, 2016 minutes as read. Motion carried by a vote of ten (10) affirmative votes to zero (0) negatives votes.

Treasurer Report: The board members reviewed the itemized deposits and disbursements showing the following balance on hand as of December 31, 2016.

General Funds \$8,535,286.93

Report filed for audit.

Travel Plans: It was moved by Lane Howell and seconded by Sue Nicholson to approve the additional travel plans for January through May 2017 including a trip February 12-15 to Washington, DC by Kaitlyn Grekoff. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Committee Reports:

Tourism Development Grant Committee – Ryan Roark reported that the committee met on January 18, 2017 to review payment request and the January 10, 2017 grant applications.

He reported the following organization requested final payment;

Dirty South Running Company requested payment of \$1,875.00 for the final payment of the 2016 Cotton Land Marathon Race. He stated that after reviewing the expenses the committee recommended to pay the amount that was spent of \$7,500.00 which was 7,112.98 leaving a balance of \$1,487.98.

It was moved by Ryan Roark and seconded by Don O'Toole to approve the final payment to the Dirty South Running Company for the amount spent of \$1,487.98 instead of the balance of \$1,875.00. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Alana Cooper reported that the Special Promotion budget for 2017 is \$3,000,000.00 less funds already dedicated of \$1,849,723.00 leaving a balance on \$1,150,277.00 for the January and July 2017 grant period. She stated that the budget can be changed to add more funds to the Special Promotion line item if necessary.

The committee reviewed the seven (7) applications for Events, Festivals and Marketing Grants and two (2) applications for Capital Improvement Projects.

Ryan Roark reported that the committee met on January 23, 2017 to revisit the grant application of the Downtown RiverMarket. They left off the amount they needed to rent the billboards in the application. Therefore an adjustment of \$18,500.00 was added to their request making the amount granted \$23,150.00 for three (3) vinyl changes and two (2) billboards through the end of 2017.

It was moved by Ryan Roark and seconded by Don O'Toole to fund the followings grants in the total amount of \$135,150.00 for the January 2017 grant period. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Grant Applications for Events, Festivals, or Marketing

Organizations	Amount Requested	Recommendation
1. Chenault Aviation/Billboards, History Books, Media Advertising	62,490.00	55,000.00
2. Dirty South Running Company Advertising on Social Media	15,000.00	5,000.00
3. Mann Family Charities/Crawfish Craze/Marketing, Print, Web, flyers	15,000.00	10,000.00
4. Monroe Renaissance Christmas Fireworks, Light the Night & Christmas Wonderland	20,000.00	15,000.00
5. Twin City Art Foundation/Masur Marketing	10,000.00	10,000.00
6. Downtown RiverMart Two (2) Billboards & three (3) Vinyl change	23,150.00	23,150.00
7. WMWO Chamber & Downtown 2 nd Annual Downtown Spring Festival/Marketing	<u>5,000.00</u>	<u>5,000.00</u>
	<u>\$150,640.00</u>	<u>\$123,150.00</u>

Grant applications for Capital Improvement Project

Organizations	Amount Requested	Recommendation
1. Downtown West Monroe Revitalization Group/Installation of two (2) Postcard Mural	12,000.00	12,000.00
2. Town of Sterlington New Sports Complex	<u>1,500,000.00</u>	<u>-0-</u>
	<u>1,512,000.00</u>	<u>12,000.00</u>

President/CEO Report: Alana Cooper reported that the Convention and Visitors Bureau will be undergoing renovation to the building and replacing some desks. She requested board approval to declare seven (7) desks as surplus items so they can be moved to the warehouse and auctioned at the earliest date.

It was moved by Ryan Roark and seconded by Mickey Merritt that the President/CEO has the board approval to declare seven (7) desks as surplus items to be auctioned at the earliest date. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Adjournment: There being no further business, it was moved by Omar Elgourani and seconded by Don O'Toole to adjourn at 4:40 p.m. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Nash Patel, Chairman

Sammy Gordy, Secretary/Treasurer