

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

**Minutes  
January 28, 2019**

**Date and Place:** The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau on January 28, 2019, at 4:00 p.m. The Chairwoman, Sammy Gordy presided.

**Roll Call:**        **Present**

Kevin Crosby	Omar Elgourani
Sammy Gordy	Jordan Guillot
Sue Nicholson	Don O'Toole
Ryan Roark	Norene Smith
Roderick Worthy	

**Absent**

Mickey Merritt (excused)  
Nash Patel (Absent)

**Staff:**            Alana Cooper, President/CEO  
                  Sylvia Bullard, Finance Manager  
                  Elmer Noah, Board Attorney

**Agenda:** Ryan Roark moved and seconded by Sue Nicholson to approve the January 28, 2019 board meeting agenda. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Minutes:** Jordan Guillot moved and seconded by Don O'Toole, Jr. to approve the minutes of the December 17, 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 hand as of December 31, 2018.

General Funds            \$9,422,595.05

Sue Nicholson moved and seconded by Omar Elgourani to approve the December 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.

Alana Cooper requested board approval to amend the 2019 special promotion budget by \$1,405,000.00 to pay outstanding capital outlay grants from 2018 that will be completed in 2019. She stated the 2019 special promotion budget would increase to \$2,205,000.00

Sue Nicholson moved and seconded by Roderick Worthy to increase the special promotion budget by \$1,405,000.00 to cover outstanding capital outlay grants from 2018 increasing the 2019 special promotion budget to \$2,205,000.00. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Travel Plans:** Norene Smith moved and seconded by Omar Elgourani to approve the travel plans for February 2019 through May 2019. Motion carried by a vote of nine (9) affirmative votes to zero (0) zero negative votes.

**Committee Report:** Ryan Roark reported that the committee met on January 22, 2019, to review final payment requests and the January 10, 2019 grant applications.

1. Monroe Distance Classic submitted a final report for the half marathon and 5k race held in October 2018. They received a \$5,000.00 marketing grant and only used 75% of \$3,750.00, leaving a balance for \$1,250.00. Ryan Roark reported that the committee recommends that the unused fund of \$1,250.00 go back into the special promotion funds.

Ryan Roark moved and seconded by Roderick Worthy that the funds of \$1,250.00 from the Monroe Distance Classic Half Marathon and 5k race be returned to the special promotion budget. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

2. The Committee discussed the remaining balance in the Capital Improvement Projects of \$25,000.00 for the paving of the Town of Sterlington Sports Complex parking lot. Kevin Crosby reported that they had completed the project and the funds can be released.

Ryan Roark moved and seconded by Sue Nicholson to release funds of \$25,000.00 to the Town of Sterlington for final payment in the completion of the Sterlington Sports Complex parking lot paving. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

#### **Touism Development January 10, 2019, Grant Applications**

Alana Cooper reported that the special promotion budget for 2019 is \$800,000.00. She stated that special promotion has an unpaid balance of \$370,000.00 leaving a balance for 2019 grants of \$430,000.00.

The committee reviewed eleven (11) grant applications for Events, Festivals, or Marketing in the amount of \$138,176.00 and four (4) Capital Improvement Projects for \$466,782.67.

After reviewing the applications, the committee made the following recommendations as listed.

**Tourism Development Grant Applications  
Events, Festivals, or Marketing**

<b>Organizations</b>	<b>Requested</b>	<b>Recommended</b>
1. Biedenharn Museum & Gardens Marketing	15,440.00	15,440.00
2. Bayou Kennel Club Cottonland Marketing	7,000.00	7,000.00
3. Chenault Aviation & Military Museum Billboards \$25,000.00 Website \$5,000.00	31,800.00	30,000.00
4. Chenault Aviation & Military Museum Flower Show/Digital Advertising	5,300.00	5,300.00
5. Downtown WMonroe/DWMRG Ouachita Live Outdoor Concerts	40,000.00	0.00
6. Mann Family Charities/Crawfish Craze Marketing	15,000.00	10,100.00
7. National Barrel Horse Association Marketing Fund through Convention Services	2,000.00	0.00
8. New Music on the Bayou Festival Digital Advertising/Program Books	3,200.00	1,500.00
9. RiverMarket Digital Advertising & Facebook Target Mississippi	2,500.00	1,500.00
10. Horse Assisted Therapy 2019 River Rat Paddle Challenge Digital Advertising	13,386.00	2,500.00
11. Twin City Art Foundation New Brochures & Distribution	<u>2,550.00</u> \$138,176.00	<u>2,550.00</u> \$75,890.00

Moved by Ryan Roark and seconded by Norene Smith to approve the Tourism Development Grant Application for January 10, 2019, Events, Festivals, or Marketing as presented in the amount of \$75,890. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Tourism Development Grant Applications for January 10, 2019  
Capital Improvement Projects**

Organization	Requested	Recommended
1. Downtown West Monroe Revitalization Revitalization of Alley Park	55,000.00	55,000.00
2. Downtown Monroe Alliance DeSiard Street Speaker	19,500.00	0.00
3. City of Monroe Four new Tennis Courts	382,282.67	0.00
4. West Monroe Police Department Purchase of Barricades	<u>10,000.00</u> 466,782.67	<u>0.00</u> 55,000.00

Ryan Roark moved and seconded by Kevin Crosby to approve the Tourism Development Grant Committee recommendations for Capital Improvement Projects as presented in the amount of \$55,000.00. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**President/CEO Report:** Alana Cooper reported that she is in the process of requesting quotes on Visitors Guides. She stated that she would reduce the amount ordered to a one year (1) supply to keep the information as current as possible and because the Convention And Visitors Bureau will be in progress of rebranding for the next year.

Alana Cooper stated that she would like to thank the board for a day out of the office so that the staff could go on a retreat. She stated that it was a highly successful retreat. She reported that the first half of the day was dedicated to MoCo training in using your strengths. The second half of the day was dedicated to mystery shopping of our hotels and attractions.

**Adjournment:** There being no further business, Omar Elgourani moved and seconded by seconded by Jordan Guillot to adjourn at 5:00 p.m. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

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Sammy Gordy, Chairwoman

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Mickey Merritt, Secretary/Treasurer

