

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

**Minutes
July 24, 2017**

Date and Place: The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau on July 24, 2017 at 4:00 p.m. The Chairperson, Sammy Gordy presided.

Roll Call: **Present**

Kevin Crosby	Dr. Jerry Edmondson
Sammy Gordy	Lane Howell
Mickey Merritt	Sue Nicholson
Don O'Toole	Norene Smith

Absent

Omar Elgourani (excused)	Nash Patel (excused)
Ryan Roark (excused)	

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

Guest: Rowland Perry, Auditor

Agenda: It was moved by Don O'Toole and seconded by Lane Howell to approve the July 24, 2017 board meeting agenda. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Auditor Report: Rowland Perry, of *Johnson, Perry, Roussel & Cuthbert, L.L.P. Certified Public Accountants* presented the audit report for the year ending December 31, 2016. He stated the Convention and Visitors year ended with a fund balance of \$9,018,866.00 with a net Position Change of \$690,095.00 over 2015.

It was moved by Kevin Crosby and seconded by Sue Nicholson to accept the December 31, 2016 audit as presented by Rowland Perry, of *Johnson, Perry, Roussel & Cuthbert, L.L.P. Certified Public Accounts*. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Minutes: It was moved by Lane Howell and seconded by Mickey Merritt to approve the minutes of the June 19, 2017 board meeting as read. Motion carried by a vote of eight (8) 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 June 30, 2017.

General Funds \$8,828,977.87

Report filed for audit.

Travel Plans: It was moved by Mickey Merritt and seconded by Kevin Crosby to approve the additional travel plans for August through November 2017. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Tourism Development Grant Committee:

1. The East Ouachita Recreation District No 1 requested an extension for the completion date on their project of six (6) months.

It was moved by Don O'Toole and seconded by Jerry Edmondson to approve the extension request from EORD contingent upon receiving the signed cooperative endeavor agreement within thirty (30) days and a timeline schedule of the completion of the project by six (6) months. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Payment request:

2. The Chennault Aviation & Military Museum requested a 75% grant payment of \$10,025.00 in the amount of \$7,518.75 for advertising.

3. Downtown West Monroe Revitalization Group requested a 75% payment of \$12,500.00 in the amount of \$9,375.00 for Post Card Mural in Monroe and West Monroe.

4. The Mann Family Charities requested final payment of \$2,500.00 for the Crawfish Craze 5D Barrel Run held in May 2017.

5. The Twin City Ballet Company requested final payment in the amount of \$2,000.00 for the 2016 through 2017 season.

6. West Monroe Chamber of Commerce submitted their final report stating that their project the Spring Downtown Art Festival was completed under budget and returned \$93.92 back to the Convention and Visitors Bureau.

It was moved by Don O'Toole and seconded by Mickey Merritt to approval the above organization payment request as presented. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Alana Cooper reported that there are several grants that have a balance that has passed the one (1) year deadline period totaling \$83,397.00. She requests the committee approval to remove the funds from the schedule and place the funds back into the special promotion budget.

Alana Cooper stated that the special promotion budget for this granting period is \$1,084,895.

The committee received seven (7) Events, Festivals and Marketing grant applications totaling \$110,013.00 and six (6) Capital Improvement Projects grant applications totaling \$1,893,189.60 for the July 10, 2017 grant period.

After reviewing the applications the committee made the following recommendations for funding to present to the full board of directors.

**Tourism Development Grant Applications for June 10, 2017
Events, Festivals, or Marketing Plans**

Organization	Amount Requested	Amount Recommended
1. Biedenharn Museum and Gardens Marketing - The Images of Christ Exhibit	16,003	16,003
2. Children’s Museum Santa’s Christmas Village Marketing & Improvements	25,000	20,000
3. Downtown Economic Development Downtown Walking Tour Brochures	11,510	600
4. Krewe of Janus Marching Bands \$10,000 Repair of Float \$18,000 Advertising by CVB 2018 Parade	25,000	28,000 20,000
5. N/E Louisiana Art Council Website Re-design	5,000	5,000
6. Southern Nationals Rental of Ike Hamilton	7,500	3,000
7. Twin City Ballet Company Workshop & Performances	<u>20,000</u>	<u>7,000</u>
	<u>\$ 110,013</u>	<u>\$ 99,603</u>

**Tourism Development Grant Application for June 10, 2017
Capital Improvements**

Organization	Amount Requested	Amount Recommended
1. City of Monroe Upgrades to Chennault Disc Golf Course	27,245.60	-0-
2. Ike Hamilton Expo Center Temporary Stalls	40,600	40,600
3. NELA Soccer Complex Purchase Tractor & Storage Building	354,000	104,000
4. NELA Soccer Complex Parking Improvements	125,000	-0-
5. NELA Soccer Complex Infrastructure Improvements	135,000	-0-
6. Sterlington Sports Complex Softball & Baseball Fields	511,344	511,344
7. ULM University Park Renovation of parking Lot	550,000	-0-
8. Zoological Society/Louisiana Purchase of a Train	<u>150,000</u>	<u>150,000</u>
	<u>\$ 1,893,189.60</u>	<u>\$ 805,944</u>

It was moved by Don O'Toole and seconded by Sue Nicholson to approve the Tourism Development Grant Committee report as recommended for the July 10, 2017 grant period in the total amount of \$905,547.00. Motion carried by a vote of eight affirmative votes to zero (0) negative votes.

President/CEO Report: Alana Cooper reported that the Convention Department will bid for the American Crappie Trail Fishing Tournament to be held in June 2018 on the Ouachita River. She stated that it is a seven (7) day event with seventy eight (78) boats with two (2) fishermen in each boat. She

requested board approval to dedicate \$16,000.00 to host the tournament if we are the successful bidder.

It was moved by Don O'Toole and seconded by Mickey Merritt to approve to dedicate \$16,000.00 to host the American Crappie Trail Fishing Tournament if the Convention and Visitors Bureau is the successful bidder.

Adjournment: There being no further business, it was moved by Lane Howell and seconded by Don O'Toole to adjourn at 5:30 p.m. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Sammy Gordy, Chairperson

Lane Howell, Secretary/Treasurer