

**Monroe-West Monroe Convention and Visitors Bureau  
601 Constitution Drive  
West Monroe, Louisiana 71292  
Board of Directors Meeting-**Via Video Conference****

**Link to Meeting:**

<https://us02web.zoom.us/j/87287812740?pwd=Y2h3YmxHa2luWnFISUVqcXZsN3R1QT09>

**Minutes  
June 15, 2020**

**Date and Place:** The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau, 601 Constitution Drive, West Monroe, Louisiana 71292 at 4:00 p.m., June 15, 2020, Via Video Conference

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The Chairman Ryan Roark presided.

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

**Absent**  
Omar Elgourani (Absent)  
Norene Smith (Excused)

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

**Agenda:**           Sammy Gordy moved, and Mickey Merritt seconded to approve the June 15, 2020 board meeting agenda. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Minutes:**           Mickey Merritt moved, and Sammy Gordy seconded to approve the May 18, 2020 minutes as read. Motion carried by a vote of nine (9) 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 May 31, 2020:

General Funds: \$7,622,439.73

Sue Nicholson moved, and Nash Patel seconded to approve the May 31, 2020 financial reports including the budget to actual comparison. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Travel Plans:** Sammy Gordy moved, and Mickey Merritt seconded to approve the travel plans for July 2020-October 2020. Motion carried by a vote of nine (9) 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 Krewe of Janus requested final payment for the Mardi Gras parade. They received a \$10,000.00 marketing grant. The 75% payment was made in the amount of \$7,500.00 on February 11, 2020. They are requesting the remaining 25% of \$2,500.00. All necessary paperwork has been received and is complete.

Jordan Guillot moved, and Sue Nicholson seconded to approve the final payment to the Krewe of Janus in the amount of \$2,500.00. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

The Downtown Arts Alliance requested the final payment for Winter Wonderland. The original grant amount was \$5,000.00. The 75% payment was made in the amount of \$3,750.00 on September 17, 2019. The total amount of approved expenditures was \$4,601.01, leaving a balance of \$398.99. The final payment total is \$851.01.

Jordan Guillot moved, and Mickey Merritt seconded to pay the Downtown Arts Alliance for Winter Wonderland in the sum of \$851.01. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Jordan Guillot moved, and Mickey Merritt seconded to move back into the Special Promotions Funds the amount of \$398.99 for the difference between the original grant amount and the approved expenditures. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Downtown West Monroe Revitalization Group requested final payment for the Christmas Extravaganza Fireworks. Their original grant amount was \$5,000.00. On September 14, 2019, they were paid 75% of the grant or \$3,750.00. They are requesting the 25% balance in the amount of \$1,250.00.

Jordan Guillot moved, and Sammy Gordy seconded to pay the sum of \$1,250.00 for the final payment of the grant. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Downtown West Monroe Revitalization Group requested a 75% payment of \$3,750.00 for the Star Spangled Spectacular: Fourth of July Fireworks. The original grant amount was \$5,000.00.

Jordan Guillot moved, and Mickey Merritt seconded to release the 75% amount of \$3,750.00 to the Downtown West Monroe Revitalization Group for the Star Spangled Spectacular: Fourth of July Fireworks. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Miss Louisiana Pageant requested a \$10,000.00 payment due to the cancellation of the televised pageant yet offered another package at this rate. The original grant was \$25,000.00. The committee recommended \$5,000.00 be paid to the Miss Louisiana Pageant with the addition of social media posts throughout the year.

Jordan Guillot moved, and Sammy Gordy seconded to pay the Miss Louisiana Pageant the sum of \$5,000.00 with the addition of a social media inclusion in the sponsorship package. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Other Business:**

President Alana Cooper advised the Board that requests for bids to be the Official Journal had been sent out with the only response coming from the *Ouachita Citizen*. Their bid reflected there would be no change in the rate from last year.

Sue Nicholson moved, and Mickey Merritt seconded to approve the bid of the *Ouachita Citizen* to be the Official Journal of the bureau. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

President Alana Cooper advised the Board the need to make changes to the Committees. She proposed to eliminate the Bid Committee and move the responsibilities to Budget/Marketing Committee. A New Facilities/Product Development Committee needs to be added to the Committees.

Jordan Guillot moved, and Don O'Toole seconded to eliminate the Bid Committee and move the responsibilities to the Budget/Marketing Committee and create a New Facilities/Product Development Committee. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**President/CEO Report:**

President and CEO Alana Cooper requested approval for the Bureau to bid for USA Softball. The bid will cost up to \$20,000.00 for the two age divisions.

Roderick Worthy moved, and Sue Nicholson seconded to designate \$20,000.00 for USA Softball bids from Special Promotions Designated Funds for Bids and Hosting Fees. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

President/CEO Alana Cooper advised the need for the Bureau to have a second surplus sale of items remaining after the renovation of the building.

Sue Nicholson moved, and Sammy Gordy seconded the Bureau to declare the items as surplus and have a second surplus sale of items according to governmental standards. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Adjournment:** There being no further business, Mickey Merritt moved, and Don O'Toole, Jr. seconded to adjourn the meeting at 4:50 p.m. The motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.



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Ryan Roark, Chairman



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Mickey Merritt, Secretary/Treasurer