

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

**Minutes  
May 15, 2017**

**Date and Place:** The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau on May 15, 2017 at 4:00 p.m. The Chairman, Nash Patel presided.

**Roll Call:**        **Present**

|                     |               |
|---------------------|---------------|
| Dr. Jerry Edmondson | Sammy Gordy   |
| Lane Howell         | Sue Nicholson |
| Mickey Merritt      | Nash Patel    |
| Don O'Toole         | Ryan Roark    |
| Norene Smith        |               |

**Absent**

|                        |                          |
|------------------------|--------------------------|
| Kevin Crosby (excused) | Omar Elgourani (excused) |
|------------------------|--------------------------|

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

**Agenda:** It was moved by Mickey Merritt and seconded by Don O'Toole to approve the May 15, 2017 board meeting agenda. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Minutes:** It was moved by Sammy Gordy and seconded by Lane Howell to approve the minutes of the April 17, 2017 board meeting as read. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Staff Report:** Alana Cooper, President/CEO invited Scott Bruscato, Senior V/P of Sales to do a summary of the Sales Department accomplishments in 2016.

Scott Bruscato reported that in 2016 Monroe-West Monroe area tourism had an estimate Economic Impact of: \$4,794,025.00.

The impact was a direct result of the area hosting a total of 185 events in Ouachita Parish; total events days of 485; total hotel room nights of 35,270.00; hosting 20 national events and attending 31 conventions, conferences and trade shows to promote Ouachita Parish.

**Treasurer Report:** The board members reviewed the itemized deposits and disbursements showing the following balance on hand as of April 30, 2017.

|               |                |
|---------------|----------------|
| General Funds | \$8,656,724.82 |
|---------------|----------------|

Report filed for audit.

**Travel Plans:** It was moved by Ryan Roark and seconded by Don O'Toole to add a trip to Baton Rouge by Alana Cooper for a meeting with the Bond Commission and approve the additional travel plans for May through September 2017. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Nominating Committee:** Sue Nicholson reported that the Nominating Committee submitted the following slate of officers for the June 2017 through May 2018 term in the April 2016 meeting to be voted on in the May 2017 meeting.

Sammy Gordy – Chairwoman  
Don O'Toole – Vice Chairman  
A. Lane Howell – Secretary/Treasurer

It was moved by Sue Nicholson and seconded by Lane Howell to approve the Nominating Committee recommendation for the June 2017 through May 2018 slate of officers as presented. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Tourism Development Grant Committee** – Ryan Roark reported that the grant committee met on May 15, 2017 at 3:30 p.m. to review and vote on the following items on the agenda.

1. The committee reviewed the Downtown West Monroe Revitalization Group grant for the approval of the designs of the installation of two (2) Postcards Murals. One (1) to be installed in Downtown West Monroe and one (1) to be installed in Downtown Monroe.

It was moved by Ryan Roark and seconded by Don O'Toole to approve the designs for the Postcard Mural for Downtown West Monroe and Downtown Monroe. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

2. Ryan Roark reported that the committee reviewed grants that had reached the one (1) year limit to request the final payment. He stated that the committee voted to return funds dedicated to the Cotton States Classic LLC in the amount of \$8,758.00 and the Ike Derby Classic in the amount of \$5,000.00 to the special promotion budget.

It was moved by Ryan Roark and seconded by Sammy Gordy to return funds of \$8,758.00 for the Cotton States Classic, LLC and funds in the amount of \$5,000.00 for the Ike Derby Classic back to the special promotion budget to be used for other grant applications.

3. The committee reviewed the Chennault Aviation Military Museum request for a 20% match of \$150,000.00 to apply for a federal grant for the construction of an Aviation Park and Pavilion for Aircraft Shelters.

It was moved by Ryan Roark and second by Don O'Toole to dedicate \$150,000.00 to the Chennault Aviation and Military Museum to be used as a 20% match to apply for a federal grant. Motion carried by a vote of nine (9) affirmative vote to zero (0) negative votes.

**Other Business:**

**Official Journal:** Alana Cooper reported that the Convention and Visitors Bureau received three (3) quotes for the official Journal for the Convention and Visitors Bureau's legal advertising.

1. The Free Press
2. The News Star
3. The Ouachita Citizen

The board reviewed the quotes and made the recommendation to continue to use the Ouachita Citizen as the official journal.

It was moved by Sammy Gordy and seconded by Jerry Edmondson to accept the quote of the Ouachita Citizen as the Convention and Visitors Bureau official Journal for the period of June 2017 through May 2018. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Adjournment:** There being no further business, it was moved by Ryan Roark and seconded by Sammy Gordy to adjourn at 4:55 p.m. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

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Nash Patel, Chairman

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Sammy Gordy, Secretary/Treasurer