

**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/88979631608?pwd=WWJPSEJwTUpvL3k3ZlU4OTI1SIROUT09>

**Minutes
May 18, 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., May 18, 2020, Via Video Conference

<https://us02web.zoom.us/j/88979631608?pwd=WWJPSEJwTUpvL3k3ZlU4OTI1SIROUT09>

The Chairman Ryan Roark presided.

Roll Call:

Present

Kevin Crosby
Omar Elgourani
Sammy Gordy
Jordan Guillot
Sue Nicholson
Nash Patel
Ryan Roark
Norene Smith
Roderick Worthy

Absent

Mickey Merritt (Excused)
Don O'Toole, Jr. (Excused)

Staff:

Alana Cooper, President and CEO
Elmer Noah, Board Attorney
Krystle Ivey, Operations Administrator
Ruth Canales, Office Manager

Agenda:

Sammy Gordy moved, and Nash Patel seconded to approve the May 18, 2020 board meeting agenda. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Minutes:

Kevin Crosby moved, and Jordan Guillot seconded to approve the April 20, 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 April 30, 2020:

General Funds: \$8,038,864.73

Nash Patel moved, and Jordan Guillot seconded to approve the April 30, 2020 financial reports including the budget to actual comparison. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

President and CEO Alana Cooper presented to the board a revised budget due to the Covid-19 National Health Emergency.

Revenue	Budget	New Budget
Hotel/Motel Occupancy Tax	1,700,000.00	595,000.00
Hotel/Motel Tax Rebate	1,552,486.00	557,813.00
Interest Income	75,000.00	35,000.00
Miscellaneous Income	29,000.00	15,000.00
Special Events-Net	100,000.00	60,000.00
Total Revenues	3,456,486.00	1,262,813.00
Personal Services		
Travel	59,786.00	44,840.00
Travel		
Advertising	280,000.00	228,759.52
Special Events Expense	110,000.00	66,000.00

Sue Nicholson moved, and Nash Patel seconded to approve the revised budget. Motion carried by a vote of nine (9) affirmative votes to zero (0).

Travel Plans: Kevin Crosby moved, and Nash Patel seconded to approve the travel plans for June 2020-August 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:

Chennault Aviation and Military Museum requested final payment for the flower show in the amount of \$1,025.00. The original grant amount was \$5,300.00. Previous payment was made in the sum of \$3,975.00. There is a difference between the balance left and the paperwork presented in the amount of \$300.00. All necessary paperwork has been received and is complete.

Chennault Aviation and Military Museum requested final payment for the website in the amount of \$4,581.31. The original grant amount was \$5,000.00. Paperwork presented was in the amount of \$4,581.31. There is a difference between the original grant amount and paperwork present in the amount of \$418.69. All necessary paperwork has been received and is complete.

Northeast Louisiana Children's Museum requested final payment for their grant in the amount of \$3,750.00. The original grant amount was \$15,000.00. Previous payment in the amount of \$11,250.00 has been paid leaving a balance due of \$3,750.00. All necessary paperwork has been received and is complete.

Jordan Guillot moved, and Norene Smith seconded to pay the Chennault Aviation and Military Museum the sum of \$5,606.31 for the flower show and website development and the Northeast Louisiana Children's Museum balance of \$3,750.00. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Jordan Guillot moved, and Sammy Gordy seconded to move back into the Special Promotions funds the amount of \$718.69 for the difference on the Chennault Aviation and Military Museum grants in the amount of \$300.00 and \$418.69. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

East Ouachita Recreation District requested final payment for the turf installation. The original grant amount was \$1,000,000.00. Previous payment of \$750,000.00 has been paid leaving a balance of \$250,000.00.

Jordan Guillot moved, and Sammy Gordy seconded to pay the East Ouachita Recreation District for the turf project the sum of \$250,000.00 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/Alley Park requested an extension and additional funds for their grant to stamp the pavement of Alley Park and cover the Alley. The original grant was \$55,000.00. Previous payment \$28,048.00 has been made for the stamping. There is an open balance of \$26,952.00. They requested additional funds in the amount of \$20,690.00. This would change the amount of the grant left open to \$47,642.00.

Jordan Guillot moved, and Sammy Gordy seconded to deny the request for additional funds in the amount of \$20,690.00 and further requested that the Downtown West Monroe Revitalization Group should explore other options for covering and be allowed six months to find an alternative. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Downtown Art Alliance/Herons on the Bayou. The extension for this grant was March 31, 2020. There is a balance of \$5,000.00 for the development of a brochure to show the map for the location of the Herons.

Jordan Guillot moved, and Nash Patel seconded that the balance of \$5,000.00 be returned to the Special Promotions Fund. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

City of West Monroe/Ike Hamilton Expo Center requested an amendment to the original grant for the electrical work portion. The original grant was \$268,000.00. A change order had to be done to assure that the electrical drops would be dual sided, so the Ike requested an additional \$2,652.00.

Jordan Guillot moved, and Sammy Gordy seconded to approve the addition of \$2,652.00 to the original grant amount to the City of West Monroe/Ike Hamilton Expo Center for the electrical work. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

The University of Louisiana at Monroe Warhawk Field Turf requested an extension on this grant to July 2021. The original grant amount is \$300,000.00 for infield turf.

Jordan Guillot moved, and Sammy Gordy seconded to allow an extension on the project if by November 30, 2020, ULM can report the success of acquiring additional matching funds and completion of the project by July 2021. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

There are two grants that are over 60 days past the event. Jordan Guillot moved, and Norene Smith seconded that firm letters be sent to the Winter Wonderland and the Krewe of Janus requesting final summary information. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Cottonland Dog Show advises that they will not be having their show this year. They will be returning next year.

Jordan Guillot moved, and Sue Nicholson seconded to move the \$7,000.00 dedicated to this event back to Special Promotions. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Mann Family Charities advises that they are moving their event tentatively to October 29, 2020- November 01, 2020 based on regulations for COVID 19. Advertising money in the amount of \$5,362.42 has been spent in advertising for the May event they had to cancel.

Jordan Guillot moved, and Sammy Gordy seconded to pay the amount of \$5,362.42 but request submittal price quotes for any future advertising expenses. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

The Downtown West Monroe Revitalization Group advises that they are cancelling the carnival portion of the July 4th Celebration due to Covid-19. They will still have the fireworks portion.

Jordan Guillot moved, and Norene Smith seconded to move \$3,000.00 for the carnival portion be returned to the Special Promotions Fund. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Jordan Guillot moved, and Norene Smith seconded to accept the minutes of the Tourism Development Grant Committee. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Nominating Committee:

Chairman Roderick Worthy reported that the officers that are serving now have graciously agreed to serve for June 2020-May 2020. The slate of officers is:

Ryan Roark, Chairman
Jordan Guillot, Vice-Chairman
Mickey Merritt, Secretary/Treasurer

Roderick Worthy moved, and Kevin Crosby seconded to approve the slate of officers as presented. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Other Business:

President's Report:

President and CEO Alana Cooper presented three options for Return to Work Plans to the Board.

Sue Nicholson moved, and Jordan Guillot seconded to accept Plan B for the reopening of the Bureau. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

President Cooper also presented guidelines that the employees will be responsible to follow. These guidelines were made available to the Board.

Adjournment: There being no further business, Roderick Worthy moved, and Nash Patel 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.



Ryan Roark, Chairman



Mickey Merritt, Secretary/Treasurer