

**Monroe-West Monroe Convention and Visitors Bureau
601 Constitution Drive
West Monroe, Louisiana 71292
Board of Directors Meeting
Minutes
August 17, 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., August 17, 2020. Video Conference offered to Board Members that were unable to attend in person.

The President Ryan Roark presided.

Roll Call: Present
Kevin Crosby
Sammy Gordy—Via Video Conference
Jordan Guillot
Mickey Merritt
Sue Nicholson
Don O'Toole, Jr.
Nash Patel—Via Video Conference
Ryan Roark
Norene Smith
Roderick Worthy—Via Video Conference

Absent
Omar Elgourani

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

Agenda: Mickey Merritt moved, and Sue Nicholson seconded to approve the August 17, 2020 Board Meeting agenda. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Minutes: Kevin Crosby moved, and Mickey Merritt seconded to approve the July 20, 2020 minutes as read. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Treasurer's Report: The board members reviewed the itemized deposits and disbursements showing a balance on hand as of July 31, 2020:

General Funds: \$7,278,683.79

Jordan Guillot moved, and Sue Nicholson seconded to approve the July 31, 2020 financial reports including the budget to actual comparison. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

President/CEO Alana Cooper updated the income of the Hotel Occupancy Tax. A sliding scale was presented with projections from 25 to 50% decrease through the pending months. The projection of \$1,029,529.00 was selected for the revised budget. Jordan Guillot moved, and Kevin Crosby seconded to amend the budget to reflect \$1,029,529.00 in hotel occupancy tax revenues. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

President/CEO Alana Cooper updated on the tax rebate of the Enterprise Fund. Due to the way the State sends the Enterprise Funds we have a \$580,358.78 balance pending first issuance of a check in the state fiscal year. Sue Nicholson moved, and Mickey Merritt seconded to amend the budgeted amount for Hotel/Motel Tax Rebate to \$1,000,000. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Staff Activities and Travel Plans: No new travel plans.

Committee Reports:

Tourism Development Grant Committee:

Jordan Guillot moved, and Don O'Toole seconded to accept the minutes of the July 20, 2020 Tourism Development Grant Committee Meeting. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Jordan Guillot moved, and Don O'Toole seconded to return \$5,050.00 not used by the Krewe of Janus to the Special Promotions Fund and return \$6,742.68 from Mann Family Charities Barrel Run that has decided to cancel due to COVID-19. Motions carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Requests for final payments:

Downtown West Monroe Revitalization Group-4th of July Fireworks. Original Grant was \$7,000.00. Paid 75% \$5,250.00. Balance is \$1,750.00. All paperwork has been received and accepted.

City of West Monroe-Ike Hamilton Expo Center. Original Grant \$270,662.00. Paid 75% of transformer \$29,664.00. Final Payment is-\$240,998.00. The signing of the Cooperative Endeavor has not taken place.

Jordan Guillot moved, and Norene Smith seconded to pay the Downtown West Monroe Revitalization Group \$1,750.00 for final payment and the City of West Monroe-Ike Hamilton Expo Center the amount of \$240,998.00 contingent on signing of Cooperative Endeavor. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Chennault Aviation and Military Museum Gala-Original Grant was \$16,930.00. No payments have been made. The event is going to a virtual fundraiser. Jordan Guillot moved, and Don O'Toole seconded to amend the original grant to approve the virtual plan with the amount of \$16,930.00 and to release the initial 75% payment of \$12,697.00. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Chennault Aviation and Military Museum-Air Park-submitted invoice #3 for \$3,819.38 for materials. Jordan Guillot moved, and Mickey Merritt seconded to pay the Chennault Air Park invoice #3 in the sum of \$3,819.38. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

August 10, 2020 Grant Applications

The Tourism Development Grant Committee received seven (7) Events, Festivals and Marketing grant applications totaling \$148,500.00 and one (1) Capitol Improvements Projects grant application totaling seven thousand dollars (7,000.00) for the August 10, 2020 grant period.

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

| Organization | Requested | Recommended |
|--|------------------------------------|-----------------------------------|
| Bayou Kennel Club Cottonland Cluster | \$7,000.00 | \$7,000.00 |
| The Children’s Museum Santa’s Christmas Village Easter Village | \$24,000.00 | \$24,000.00 |
| Downtown West Monroe Revitalization Group Christmas Fireworks, July Fireworks General Marketing Support | \$15,000.00 | \$14,250.00 |
| Louisiana Quarter Horse Association Sugar Bowl Extravaganza | \$7,500.00 | \$7,500.00 |
| Twin City Ballet Summer Dance Intensive Workshop Christmas Gala Twin City Lip Sync Battle Ballet Under the Stars | \$20,000.00 | \$10,000.00 |
| Twin Cities Krewe De Riviere Mardi Gras Parade | \$50,000.00 | \$10,000.00 |
| Twin Cities Krewe of Janus | <u>\$25,000.00</u> \$148,500.00 | <u>\$10,000.00</u> \$82,750.00 |

Jordan Guillot moved, and Norene Smith seconded to approve August 10, 2020 grant applications as presented for Events, Festivals, Marketing as presented in the amount of \$82,750.00. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Tourism Development Grant Application
Capital Improvement Projects**

| Organization | Requested | Recommended |
|--|-------------------|--------------------|
| University of Louisiana Monroe Moveable Pitching Mounds | <u>\$7,000.00</u> | <u>\$7,000.00</u> |
| | \$7,000.00 | \$7,000.00 |

Jordan Guillot moved, and Don O'Toole seconded to approve August 10, 2020 grant applications as presented for Capital Improvement Projects in the amount of \$7,000.00. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Other Business:

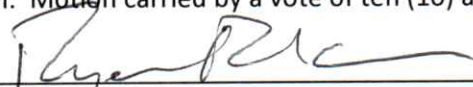
President and CEO Alana Cooper reported on the continuation of the Wayfinding Sign Project. There were originally 124 items, 7 items have been eliminated with a balance being 117 items to be installed. To date, 65 signs have been completed. The balance of signs is at Agnew Sign Company for installation within the next two weeks, weather permitting. Signs to be placed on Arkansas Road are in the CVB Warehouse awaiting completing of the project. Projected finish for the project is six weeks to 2 months except for Arkansas Road.

President and CEO Reports

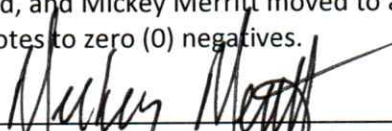
CEO Alana Cooper advised the Board we have an opportunity next year to host 5 age divisions (13U, 14U, 15'U, 16 U, 19U baseball) for the Dixie World Series lasting 9 days. A budget for the events was presented. Sue Nicholson moved, and Jordan Guillot seconded to dedicate up to \$95,000.00 to host all five age divisions of the Dixie World Series events. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Adjournment:

There being no further business, Don O'Toole, Jr. moved, and Mickey Merritt moved to adjourn at 5:06 p.m. Motion carried by a vote of ten (10) affirmative votes to zero (0) negatives.



Ryan Roark, Chairman



Mickey Merritt, Secretary/Treasurer