

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

**Minutes
November 19, 2018**

Date and Place: The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau on November 19, 2018, at 4:00 p.m. The Chairwoman, Sammy Gordy, presided.

Roll Call: Present

Sammy Gordy	Jordan Guillot
Mickey Merritt	Sue Nicholson
Don O'Toole, Jr.	Ryan Roark
Norene Smith	Roderick Worthy

Absent

Kevin Crosby (excused)	Omar Elgourani (absent)
Nash Patel (excused)	

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

Guest: Gene Crain, EROD

Agenda: Ryan Roark moved and seconded by Mickey Merritt to approve the November 19, 2018 board meeting agenda. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

EORD – Gene Crain, presented a monthly update on the East Ouachita Recreation District Baseball Fields progress. He stated the weather has not cooperated in the last past six (6) week. Therefore, work has slowed due to rainwater standing on the fields. They are looking at varieties of ways to dry the area to move forward. It has not been the speed of progress they would like, but they are working on every element they can to proceed forward.

Minutes: Mickey Merritt moved and seconded by Jordan Guillot to approve the minutes of the October 15, 2018 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 October 31, 2018.

General Funds	\$9,501,818.79
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Sue Nicholson moved and seconded by Roderick Worthy to approve the October 31, 2018, financial reports as presented. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Report filed for audit.

Travel Plans: Mickey Merritt moved and seconded by Jordan Guillot to approve the additional travel plans for November 2018 through February 2019. Motion carried by a vote of eight (8) affirmative votes to zero (0) negatives votes.

Committee Report:

Tourism Development Grant Committee – Ryan Roark reported that the tourism development grant committee met on Monday, November 19, 2018, at 3:00 p.m. to review grant requests.

He reported that the Southern Nationals submitted the final report for the Southern National Remote Car Racing event held at the Ike Hamilton Expo Center. The Convention and Visitors Bureau paid the Ike Hamilton Expo directly for the rental of the facility in the amount of \$6,867.00 out of the \$7,000.00 dedicated with a balance of \$133.00 left.

Ryan Roark moved and seconded by Norene Smith to approve the final report of the Southern National Remote Car Racing event and to place the remaining balance of \$133.00 back into the Special Promotion budget. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Ryan Roark reported that the committee reviewed grant applications from the following organizations requesting billboards.

1. Antique Alley Merchants Association requested one (1) billboard and twelve (12) vinyls.
2. Biedenharn Museum and Gardens requested four (4) billboards and eight (8) vinyls.
3. Downtown RiverMarket requested two (2) billboards and two (2) vinyls.
4. Louisiana Purchase Gardens and Zoo requested four (4) billboards and four (4) vinyls. The committee recommends expanding the timeframe for the board to March through July 2019.
5. Children's Coalition of Northeast Louisiana requested four (4) billboards and one (1) vinyl. The committee recommended not to approve the request but will offer them the use of the Convention and Visitors Bureau's local digital billboard only.

Ryan Roark moved and seconded by Sue Nicholson to approve for Alana Cooper to negotiate the cost of the recommended boards and bring back to the board in the December meeting.

Ryan Roark reported that the tourism development grant committee received a grant request outside of the normal granting period from the University of Louisiana at Monroe requesting funds of \$300,000.00 for resurfacing of fifteen (15) tennis court. He stated that the grant was of importance to review because LHSAA will be hosting tournaments on the courts in April 2019.

The University of Louisiana at Monroe presented three (3) quotes for the work to be done. The committee agreed to grant funds to ULM for the base bid without the padding of \$146,250.00 to help resurface the fifteen (15) courts.

Ryan Roark moved and seconded by Mickey Merritt to grant the University of Louisiana at Monroe \$146,250.00 toward the resurfacing of fifteen (15) tennis courts. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

President/CEO Report:

Budget: Alana Cooper reported that the board reviewed a copy of the 2018 Revised and the 2019 Proposed budget in the October meeting to be voted on in the November meeting. She stated that the Wayfinder signage begin by Bentz Construction. She reported that she omitted to put funds in the 2018 budget for the first payment. She requested the board to make a change to the budget to include the first payment for Bentz Construction in the amount \$62,110.53.

Jordan Guillot moved and seconded by Norene Smith to approve the adjustment to the 2018 Revised budget to include a payment of \$62,110.53 to Bentz Construction for payment for signage construction and approve the budget as amended. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Feasibility Study: Alana Cooper, reported that she is ready to move forward with the feasibility study for the Indoor Sports Complex and to meet with the Victus Advisors to do the study. She stated that the plans were just for a sports complex, but she has been asked by the hotel industry to incorporate meeting space.

Alana Cooper reported she original requested 45,000.00 for the cost of the study, but since she will add meeting space, the cost will go up to \$60,000.00. She requested board approval to proceed with the study.

Moved by Roderick Worthy and seconded by Jordan Guillot that the President/CEO move forward to hire Victus to conduct the feasibility study to build an Indoor Sports Complex and meeting space at the cost of \$60,000.00. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Sammy Gordy, Chairwoman

Mickey Merritt, Secretary/Treasurer