

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

**Minutes  
November 20, 2017**

**Date and Place:** The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau on November 20, 2017 at 4:00 p.m. The Chairwoman, Sammy Gordy presided.

**Roll Call:**        **Present**

|               |                |
|---------------|----------------|
| Kevin Crosby  | Omar Elgourani |
| Sammy Gordy   | Jordan Guillot |
| Lane Howell   | Mickey Merritt |
| Sue Nicholson | Don O'Toole    |
| Nash Patel    | Ryan Roark     |
| Norene Smith  |                |

**Absent**

None

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

**Agenda:** It was moved by Mickey Merritt and seconded by Lane Howell to approve the November 20, 2017 board meeting agenda. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

**Minutes:** It was moved by Kevin and seconded by Sue Nicholson to approve the minutes of the October 16, 2017 board meeting minutes as read. Motion carried by a vote of eleven (11) 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, 2017.

|               |                |
|---------------|----------------|
| General Funds | \$8,843,211.80 |
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Report filed for audit.

**Travel Plans:** It was moved by Don O'Toole and seconded by Mickey Merritt to approve the additional travel plans for December 2017 through January 2018. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

## **Committee Report:**

**Budget Committee** – Lane Howell, Chairman, reported that the budget committee met on November 16, 2017 at 3:30 p.m. to review the 2017 Revised and the 2018 Proposed Budget. He asked Alana Cooper to discuss the details of the budget to the board of directors. Alana reviewed the budget with the board of directors and reported that the budget will be voted on in the December 18, 2017 board meeting.

**Tourism Development Grant Committee** – Don O’Toole reported that the grant committee met on November 20, 2017 at 3:00 p.m. to review grant applications applying for a billboard marketing grant. He reported that the committee received five (5) grant applications from the following organizations.

1. Antique Alley Merchants Association
2. Biedenharn Museum & Gardens
3. Chennault Museum
4. Downtown RiverMarket
5. Friends of Black Bayou

Don O’Toole reported that Sheila Snow, Vice President of Marketing will place the order for the locations and pricing of the billboards through Lamar Advertising. Sheila Snow reported that she has received pricing from Lamar as following for a twelve (12) month contract. The billboards will cost \$6,500.00 monthly for twelve (12) locations and \$17,250.00 for twenty three (23) vinyl changes.

The total billboard cost per year of \$78,000.00 for twelve (12) locations and yearly cost for twenty three (23) vinyl changes of \$17,250.00.

It was moved by Don O’Toole and seconded by Omar Elgourani to approve the billboard grants request for the grant applicants and sign contract for twelve (12) months with Lamar Advertising at the cost of \$78,000.00 for billboards and \$17,250.00 for vinyl changes. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Grant Payments: The grant committee also reviewed payments request from the following organizations.

1. Downtown West Monroe Revitalization Group requested final payment in the amount of \$3,125.00 for the Post Card Murals Grant to paint murals in Monroe and West Monroe.

It was moved by Don and seconded by Mickey Merritt to approve the final payment to the Downtown West Monroe Revitalization Group in the amount of \$3,125.00 for the Post Card Murals in Monroe and West Monroe. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

2. Monroe Renaissance requested the first 75% payment for Christmas grant in the amount of \$11,250.00.

It was moved by Don O’Toole and seconded by Lane Howell to approve the payment for The Christmas Wonderland and Light the Night in the amount of \$11,250.00. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

3. The Zoological Society requested that the \$150,000.00 dedicated for work to be done on the Train Depot and train track be diverted to the purchase of the train engine. They reported that since the train track is almost 75% completed they could use the money to purchase a used engine from a seller in Arkansas.

It was moved by Don O'Toole and seconded by Omar Elgourani to release 75% of the dedicated funds of \$150,000.00 to be used by the Zoological Society for the purchase of a used engine from a seller in Arkansas upon the signing of a cooperative endeavor agreement. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

**Adjournment:** There being no further business, it was moved by Omar Elgourani and seconded by Lane Howell to adjourn at 5:35 p.m. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

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Sammy Gordy, Chairwoman

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Lane Howell, Secretary/Treasurer