



It was moved by Kevin Crosby and seconded by Mickey Merritt to approve the request of the President/CEO to travel to Baton Rouge to meet with the search committee of the Louisiana Tourism Development Commission and with the Lt. Governor on February 5<sup>th</sup> and 8<sup>th</sup>. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

It was moved by Nash Patel and seconded by Ryan Roark to approve the additional travel plans for February through May 2018. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

### **Committee Reports:**

The Tourism Development Grant Committee met on January 25, 2018, to review grant payment and new grant applications.

The following grant payment requests were reviewed and approved as presented.

1. Chennault Aviation Museum requested a 75% payment of \$10,334.51 grant in the amount of \$7,750.88 for advertising and marketing.

It was recommended to approve the 75% payment in the amount of \$7,750.88.

2. Cotton Land Marathon request final payment in the amount of \$1,250.00 for the 2017 Dirty South Marathon.

It was recommended to approve the payment after they send additional advertising invoices.

3. The Louisiana Quarter Horse Show requested final grant payment in the amount of \$5,000.00.

It was recommended to approve the request for final payment with \$2,000.00 going to the Louisiana Quarter Horse Show and \$1,000.00 payable to the Ike Hamilton Expo Center for rental.

4. The River Market requested final grant payment in the amount of \$600.51 from dedicated funds of \$1,150.00 because the project was completed under budget for the Christmas Photo Op installation for the Christmas on the River Candy Cane archway.

It was recommended to approve the final payment in the amount of \$600.51 for the Christmas Photo Op installation for the RiverMarket's candy cane archway.

5. The Strauss Theatre requested the 1st 75% grant payment of \$24,522.00 in the amount of \$18,391.50 for air condition repair work.

It was recommended to approve the grant payment to the Strauss Theatre in the amount of \$18,391.50 for air condition repair work.

6. The Civitan Club of West Monroe requested final grant payment in the amount of \$5,000.00 for the Smile Park Project.

It was recommended to approve the grant payment to the Civitan Club of West Monroe in the Amount of \$5,000.00.

7. The Town of Sterlington requested final grant payment in the amount of \$511,344.00 dedicated for the construction of the new Sterlington Sports Complex baseball and softball fields.

It was recommended to approve the payment in the amount of \$511,344.00 to the Town of Sterlington for the construction cost of the baseball and softball fields for the new Sports Complex.

8. The Masur Museum requested the board approval to change the location of Artwork designed for the Ike Hamilton Expo Center to the Monroe Civic Center.

It was recommended to approve the request from the Masur Museum to moved Artwork that was designed for the Ike Hamilton Expo Center to the Monroe Civic Center.

It was moved by Don O'Toole and seconded by Sue Nicholson to approve all final payment requests as presented by the Tourism Development Grant Committee. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Additional grant action was taken on the University of Louisiana at Monroe grant, as they wrote a letter to provide an update on the renovation of the Groseclose Track and Soccer Fields at the University of Louisiana and to request that the committee extend the Cooperative Endeavor Agreement for the completion of the Groseclose Track and Soccer Field due to bad weather and other factors.

It was moved by Don O'Toole and seconded by Mickey to approve a sixty (60) day extension to ULM ending in March 2018 upon updating and signing the revised Co-Operative Endeavor Agreement and a timeline of work to be done.

10. East Ouachita Recreation District #1 requested 75% of grant in the amount of \$750,000.00 for the purchase of turf for the baseball and softball fields.

The turf has been purchased but stored in an air-conditioned warehouse. The committee felt that there is not enough progress on the work being done on the fields and the turf is not on the fields. They instructed the President/CEO to send a letter asking for something in writing about any extensions of the Cooperative Endeavor Agreement and the timeline for the schedule of work to be done for the next Board Meeting in February.

The Tourism Development Grant Committee met on January 25, 2018, to review seven (7) grant applications for Events, Festivals and Marketing in the total amount requested of \$146,205.00 and recommends the total amount granted in the amount of \$43,500.00 as listed below.

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

<b>Organization</b>	<b>Amount Requested</b>	<b>Recommendation</b>
1. Chennault Aviation Museum Digital Advertising	20,520.00	2,500.00
2. City of West Monroe/Kiroli Park New Park Brochure/Printing	3,000.00	3,000.00
3. Cottonland Cluster Dog Show Advertising/Marketing/other Expenses	7,000.00	7,000.00
4. Mann Family Charities/Crawfish Craze Marketing/Out of Town Advertising	15,000.00	10,000.00
5. Monroe Renaissance Christmas Firework-\$5,000.00 Christmas Wonderland \$5,000.00 Repair Christmas Lights \$3,000.00	20,000.00	13,000.00
6. ULM Foundation Byway Blues Guide/Help with website Design	77,686.00	5,000.00
7. N/E Louisiana Arts Council Marketing/Advertising/Summer Film Series	<u>2,999.00</u> \$146,205.00	<u>3,000.00</u> \$43,500.00

It was moved by Don O’Toole and seconded by Mickey Merritt to approve the grant committee recommendation for the above organizations as recommended in the total amount of \$43,500.00. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

The committee reviewed four (4) applications for Capital Improvement Projects in the total amount of \$1,540,578.00 and recommends the total amount granted in the amount of \$1,114,170.00 as listed below.

**Tourism Development Grant Application for Capital Improvement Projects**

<b>Organizations</b>	<b>Amount Requested</b>	<b>Recommendation</b>
1. City of Monroe Construction Upgrades to Chennault Disc Golf Course	30,645.60	20,000.00
2. Town of Sterlington/Sports Complex Parking Lot \$750,170.00 Batting Cages \$360,000.00	1,470,170.00	1,110,170.00
3. West Monroe Police Department Event Public Safety Barriers	19,763.00	10,000.00
4. Downtown Art Alliance Sculptures Project	<u>20,000.00</u> \$1,540,578.00	<u>-0-</u> \$1,140,170.00

It was moved by Don O’Toole and seconded by Sue Nicholson to approve the grant committee recommendations to grant the above organization as recommended in the amount of \$1,140,170.00. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**President/CEO Report:**

Alana Cooper reported that due to incomplete grant payments on projects in 2017 the payments will have to be added to the 2018 budget. She reported that she only budgeted \$868,000.00 for 2018 but we already have \$1,373,485.00 in outstanding grant payment obligations. She requested board approval to adjust the 2018 Special Promotion budget line item to \$3,000,000.00.

It was moved by Don O’Toole and seconded by Kevin Crosby to increase the Special Promotion budget line item to \$3,000,000.00. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Chairwoman Report:**

Sammy Gordy reported that due to the passing of Lane Howell the board needs to nominate a new Secretary/Treasurer to fill the position until the election of officers in May 2018. She reported that Mickey Merritt has agreed to fill the position.

It was moved by Kevin Crosby and seconded by Jordan Guillot to approve Mickey Merritt to fill the position of Secretary/Treasurer until the election of officers in May 2018. Motion carried by a vote of nine (9) affirmative to zero (0) negative votes.

**Adjournment:** There being no further business, it was moved by Don O'Toole and seconded by Kevin Crosby to adjourn at 5:10 p.m. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

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Sammy Gordy, Chairwoman

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Mickey Merritt, Secretary/Treasurer