

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

**Minutes  
August 18, 2014**

**Roll Call:** The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau office on August 18, 2014 at 4:00 p.m. The Chairwoman, Sammy Gordy, presided.

**Roll Call:**        **Present**

Jerry Edmondson	Omar Elgourani
Sammy Gordy	Lane Howell
Gretchen Kovac	Nash Patel
Don O'Toole	Ryan Roark
Norene Smith	Janet Rutledge

**Absent**

Sue Nicholson (excused)

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

**Agenda:** It was moved by Don O'Toole and seconded by Gretchen Kovac to approve the August 18, 2014 board meeting agenda. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Minutes:** It was moved by Jerry Edmondson and seconded by Don O'Toole to approve the July 21, 2014 minutes as read. Motion carried by a vote of ten (10) affirmative votes to zero (0) negatives votes.

**Treasurer Report:** The board members reviewed the itemized deposit and disbursements showing the following balance on hand as of July 31, 2014.

General Funds	\$5,607,196.12
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Report filed for audit.

**Travel Plans:** It was moved by Nash Patel and seconded by Lane Howell to approve the additional travel plans for September through December 2014. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Committee Reports:**

**Personnel Committee** – Jerry Edmondson, Chairman, of the Personnel Committee reported that the Committee met on August 18, 2014 at 3:30 to review the President/CEO contract for renewal. He stated that the committee reviewed a national survey of salaries of President/CEO and Executive Directors in

the industry. The survey indicated that the President/CEO of the Monroe-West Monroe was \$15,000.00 to \$20,000.00 considerable lower than the national average. He stated that the Personnel Committee made the following recommendations.

1. To increase the President/CEO base pay by \$8,000.00.
2. To increase the President/CEO annual yearly raise from 3% to 4% annual starting in 2015 for the next two (2) years.

It was moved by Jerry Edmondson and seconded by Gretchen Kovac to accept the recommendation of the Personnel Committee with the recommended changes and renew the President/CEO contract for the next three years. The contract will end August 18, 2017 with the option to renew. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Jerry Edmondson reported that the personnel committee also reviewed and made recommendations to the employee's vacation policy. He stated that the policy in effect states that after eleven (11) years of employment the employees' vacation days max out at twenty (20) days.

He reported that the committee made a recommendation that after twenty (20) years of employment the employees will receive one (1) additional day per year of paid vacation up to a max of 30 days.

It was moved by Omar Elgonrani and seconded by Nash Patel to change the vacation policy to add that after twenty (20) years of employment that the employee annually will receive one (1) additional day per year of paid vacation up to a max of thirty (30) days. Motion carried by a vote of ten (10) affirmative votes to zero (0) negatives votes.

**Signage Committee** – Ryan Roark reported that the Signage Committee met on August 18, 2014 at 2:30 to review the final vehicular directional signage plans. He stated that the plans have been given to DOTD for approval. He stated that the plans for the Convention and Visitors Bureau location signage are waiting on bids.

**Other Business:** Alana Cooper reported that the Convention Department bid on the All American Junior Beefmaster Show to be hosted at the Ike Hamilton Expo Center in July 2016. The bid package included that the Convention and Visitors Bureau will cover the \$7,500.00 cost of the rental of Ike Hamilton Expo. Alana Cooper reported that the show is a 350 room per night event for five (5) nights. She requested board approval to dedicate \$7,500.00 in special promotion to cover the rental of the Ike Hamilton Expo Center.

It was moved by Norene Smith and seconded by Nash Patel to dedicate \$7,500.00 for rental fees to the Ike Hamilton Expo Center for the All American Junior Beefmaster Show to be held in July 2016. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Alana Cooper reported that the Northeast Shootout Baseball Tournament/ Ross Blankenship applied for a grant in January 2014 in the amount of \$2,000.00 through the West Monroe High School Rebel Club. Mr. Blankenship was no longer employed with West Monroe High School at the time of the tournament but he still ran the event. He has requested that the funds of \$2,000.00 be paid directly to the Northeast Shootout instead of the West Monroe High School Rebel Club.

It was moved by Norene Smith and seconded by Lane Howell to change the designation of the grants fund of \$2,000.00 from the West Monroe Rebel Club to the Northeast Shootout. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Alana Cooper discussed the need to purchase tarps to cover the ULM University Park Fields during rain. She stated that there are four (4) fields and ULM University Park has already purchased tarps to cover two (2) fields. She stated that if we help with the purchase of two (2) more tarps all four (4) fields will be covered in case of rain and all games can continue to play after the rain has passed over. She stated that two (2) more tarps will cost about \$9,000.00. She requested board approval to dedicate \$9,000.00 in the special promotion budget for the purchase of two (2) more tarps for the University Park fields.

It was moved by Norene Smith and seconded by Omar Elgonrani to dedicate in the special promotion budget \$9,000.00 for the purchase of two (2) tarps for the ULM University Park fields. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**President/CEO Report:**

Alana Cooper reported that the software for the convention department database, Software Management has been sold to another company. They are interested in purchasing the software from the company that purchased Software Management which is Simpleview Software. She stated the cost to change over will be about \$9,600.00 with a yearly maintenance fee of \$9,600.00 per year for two (2) years. She stated that she will revise the 2014 budget for the purchase.

**Adjournment:** There being no further business, it was moved by Lane Howell and seconded by Ryan Roark to adjourn at 4:50 p.m. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

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Sammy Gordy, Chairwoman

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Lane Howell, Secretary/Treasurer