

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

**Minutes  
December 15, 2014**

**Date and Place:** The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau office on December 15, 2014. The Chairwoman, Sammy Gordy, presided.

**Roll Call:**        **Present**

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

**Absent**

Nash Patel (excused)

**Staff:**            Alana Cooper, President/CEO  
                  Sylvia Bullard, Office Manager

**Agenda:** It was moved by Jerry Edmondson and seconded by Don O'Toole to approve the December 15, 2014 board meeting agenda. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Minutes:** It was moved by Don O'Toole and seconded by Sue Nicholson to approve the November 17, 2014 minutes as read. Motion carried by a vote of (10) 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 November 30, 2014.

General Funds            \$6,560,829.82

Alana Cooper reported that Chennault Aviation and Military Museum had a remaining balance of \$3,304.00 left in special promotion on their tourism development grant to be used for redesign of website, and a mobile app. The balance was zeroed out by error. She requested board approval to add it back as an outstanding balance in special promotion.

It was moved by Sue Nicholson and seconded by Gretchen Kovac to add back the balance of \$3,304.00 to special promotion for the Chennault Aviation and Military Museum outstanding balance that was zeroed out in error.

Report filed for audit.

**Budget:** Alana Cooper reported that the 2014 Revised and the 2015 proposed budget was presented in the November board meeting for review. She stated the budget need to be voted on in the December meeting.

It was moved by Omar Elgourani and seconded by Lane Howell to approve the 2014 budget as presented. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Alana Cooper reported that she made a change to the 2015 proposed budget Personal Service line item for salary. She stated she consulted with the Chairwoman of the Board, Treasury and Personnel Chairman.

It was moved by Lane Howell and seconded by Omar Elgourani to approve the 2015 proposed budget as presented. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Travel Plans:** It was moved by Gretchen Kovac and seconded by Lane Howell to approve the additional travel plans for March 2015. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

#### **Committee Reports:**

**Tourism Development Grant Committee:** Norene Smith reported that the Tourism Development Grant Committee met on December 15, 2014 to discuss the following grant requests.

1. The Chennault Aviation and Military Museum requested a final payment of \$3,200.00 dedicated for a new website and mobile app.

It was moved by Norene Smith and seconded by Omar Elgourani to make final grant payment to the Chennault and Military Museum in the amount of \$3,200.00 dedicated for a new website and mobile app. Motion carried by a vote of nine (9) affirmative votes to (0) negative votes and one (1) abstained.

2. The Northeast Louisiana Soccer Association request payment in the amount of \$73,500.00 for installing lights at the soccer fields. The amount dedicated was \$95,000.00 but they were able to do it under the estimated cost.

3. Monroe Renaissance requested final payment in the amount of \$1,250.00 for funds dedicated for Christmas fireworks.

4. Monroe Renaissance requested final payment in the amount of \$1,000.00 for funds dedicated for the schools art tree projects.

It was moved by Norene Smith and seconded by Lane Howell to approve all final payments as requested. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**President/CEO Report:** Alana Cooper reported that she will not be able to lease a vehicle through Ryan Chevrolet because the financing bank will not honor the addendum that needs to be added because the Convention and Visitors Bureau is a governmental entity.

She stated that she will go with another option of going through Mid-South Leasing Company in Shreveport to lease the vehicle. She stated that the terms will stay the same as a three (3) year lease with a 25,000 miles maximum. She requested board approval to go through Mid-South Leasing Company in Shreveport.

It was moved by Sue Nicholson and seconded by Don O'Toole that the President/CEO pursue going through Mid-South Leasing Company for the lease of a vehicle. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Alana Cooper reported that the Convention and Visitors Bureau has an opportunity to bring the Bassmaster Fishing Tournament back to Monroe in October, 2015. She stated that if the Convention and Visitors Bureau is the successful bidder the hosting fee will be about \$15,000.00. She requested board approval to dedicate \$15,000.00 to host the event.

It was moved by Gretchen Kovac and seconded by Janet Rutledge to dedicated \$15,000.00 to host the Bassmaster Fishing Tournament if the Convention and Visitors Bureau is the successful bidder. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Alana Cooper reported the Convention and Visitors Bureau has the opportunity to bid on the Girl's AAU National Championship Tournament for 2017-2018. She stated that tournament is for girls in the grade level of two, three and four. It will bring in an average of forty seven (47) teams with a five (5) day stay. She reported that the bid fee is \$18,000.00. The Bureau will be responsible for other expenses which will put the total cost about \$32,000.00 to host.

It was moved by Gretchen Kovac and seconded by Lane Howell to dedicate \$32,000.00 if the Convention and Visitors Bureau is the successful bidder for the Girl's AAU National Championship Tournament for 2017-2018. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Adjournment:** There being no further business, it was moved by Don O'Toole and seconded by Omar Elgourani to adjourn at 4:40 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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Lane Howell, Secretary/Treasurer