

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

**Minutes  
February 24, 2014**

**Date and Place:** The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau on February 24, 2014 at 4:00 p.m. The Chairman, Ryan Roark presided.

**Roll Call:**        **Present**

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

**Absent**

Norene Smith (excused)

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

**Agenda:** It was moved by Gretchen Kovac and seconded by Lane Howell to approve the February 24, 2014 board meeting agenda. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

**Minutes:** It was moved by Sammy Gordy and seconded by Nash Patel to approve the January 27, 2014 minutes as read. Motion carried by a vote of nine (9) 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 January 31, 2014.

General Funds            \$5,516,890.74

Report filed for audit.

**Travel Plans:** It was moved by Sammy Gordy and seconded by Lane Howell to approve the additional travel plans for February through May 2014. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Committee Reports:

**Signage Committee** – Sammy Gordy reported that the committee met on February 24, 2014 to review a map of Monroe-West Monroe to determine the location and placement of the Way-Finders Signage. She reported that the project is still ongoing and more upcoming meetings are scheduled.

**Tourism Development Grant Committee** – Gretchen Kovac reported that the Tourism Development Grant Committee met on February 24, 2014 to review grant payment requests from the following organizations.

1. The Chennault Aviation and Military Museum requested an extension for a grant that has pasted the one year deadline in the amount of \$8,000.00.

The committee recommended extending the deadline until the end of April 2014.

2. Dirty South Marathon requested 75% payment of \$7,500.00 to do early advertising of the marathon race in October 2014.

The committee recommended releasing 75% of the funds in the amount of \$5,625.00 to the Dirty South Running Company.

3. Downtown Rivermarket requested \$9,887.66 of the 14,288.00 fund balance for work done on the Rivermarket sound system.

The committee recommended releasing the amount of \$9,887.66 and the difference of the grant in the amount of 4,400.34 be return to the special promotion budget.

4. Strauss Theatre Center requested payment of \$10,000.00 funds dedicated for roof repairs of the Strauss Theatre building.

The committee recommended releasing the \$10,000.00 for the repairs to the roof of the Strauss Theatre building.

5. Twin City Ballet Company requested 75% of \$10,000.00 dedicated funds for the 2014-2015 Ballet seasons.

The committee recommended releasing 75% in the amount of \$7,500.00 to the Twin City Ballet Company.

6. Rebel BXM requested an requested an extension forextension for the amount of \$25,000.00 for the completion of the BMX track.

The committee determined that due to the track not being complete the committee will grant the Rebel BMX until the end of April 2014 to resubmit the request.

It was moved by Gretchen Kovac and seconded by Jerry Edmondson to approve the 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.

**Other Business:** Alana Cooper reported the Convention Department will go to Lafayette in April to bid for the Louisiana State Hog Rally for 2015. She stated the rally usually brings in about 2,500 Harley Davidson Motorcycles riders. The event will be held at the Ike Hamilton on Thursday through Saturday generating about 1,500 rooms per night.

She requested the board to dedicate \$15,000.00 to host the rally if the Convention and Visitors Bureau is the successful bidder.

It was moved by Sammy Gordy and seconded by Gretchen Kovac to dedicate \$15,000.00 to host the Louisiana State Hog Rally 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.

**Adjournment:** There being no further business, it was moved by Don O'Toole and seconded by Sammy Gordy to adjourn at 5:00 p.m. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

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Ryan Roark, Chairman

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Sammy Gordy, Secretary/Treasurer