

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

**Minutes  
January 26, 2015**

**Date and Place:** The regular meeting of the Convention and Visitors Bureau was held at the Biedenharn Museum and Gardens on January 26, 2015. The Chairwoman, Sammy Gordy, presided.

**Roll Call:**        **Present**

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

**Absent**

Ryan Roark

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

**Guest:**            Travis Napper, Ruston/Lincoln Parish CVB

**Agenda:** It was moved by Sue Nicholson and seconded by Nash Patel to approve the January 26, 2015 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 Lane Howell to approve the December 15, 2014 minutes as read. Motion carried by a vote of ten (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 December 31, 2014.

General Funds	\$6,515,710.94
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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 January through April 2015. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Committee Reports:** Tourism Development Committee – Norene Smith, Chairwoman, reported that the committee met on January 16, 2015 to review the January 10, 2015 grant applications.

Alana Cooper reported that the Special Promotion budget for 2015 is \$800,000.00 in which \$578,853.00 is already dedicated leaving a balance of \$221,147.00 for this year.

The committee reviewed a total of ten (10) applications with a total request of \$542,970.00. After the committee discussed each grant request the committee made the following recommendations to fund the following organizations. The total amount awarded for the January grant period is \$118,725.00 leaving a balance of \$102,422.00 for the July 10, 2015 grant period.

<b>Organizations</b>	<b>Amount Requested</b>	<b>Recommendation</b>
1. Barrel of Dreams, Inc. Marketing and Facility Rental	20,000.00	15,000.00
2. Chennault Aviation & Military Museum Billboards & Video	42,200.00	25,000.00
3. City of Monroe – DeltaFest Marketing/Artist Fees	50,000.00	-0-
4. Dirty South Marathon Internet Advertising	40,000.00	7,500.00
5. Downtown Monroe Alliance Chalk Art Festival/Marketing	7,510.00	-0-
6. Downtown RiverMarket Build Amphitheater	7,685.00	-0-
7. Louisiana Purchase Zoological Society Upgrade Web-site	6,850.00	2,500.00
8. N/E LA Soccer Association Soccer Field Lighting	66,000.00	66,000.00
9. Twin City Art Foundation New Web-site	2,725.00	2,725.00
10. University of LA-Monroe Capital Improvement-Groseclose Track	<u>300,000.00</u>	<u>-0-</u>
	\$ 542,970.00	\$118,725.00

It was moved by Norene Smith and seconded by Gretchen Kovac to approve the January 10, 2015 Tourism Development Grants requests as presented in the amount of \$118,725.00. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**President/CEO Report:** Alana Cooper reported that she would like to offer the scholarship program again as in 2014 for local hotels and attractions. The program allow hotels and attractions to apply through an application process for funding to attend the Southeast Tourism Society Marketing College in the amount of \$2,500.00 to be held in August 2015 in Dahlonaga, Ga. and the Lt. Governor’s Summit on Tourism in the amount of \$1,000.00 to be held in August 2015 in Baton Rouge, LA.

It was moved by Omar Elgourani and seconded by Nash Patel for the President/CEO to start the process of advertising the scholarship funding for a local hotels and attractions to submit an application to attend the Southeast Tourism Society Marketing College in Dahlonaga, Ga. in the amount of \$2,500.00 or the Lt. Governor’s Summit on Tourism in Baton Rouge, LA. in the amount of \$1,000.00. Motion carried by a vote of ten (10) affirmative votes to zero (0) negatives votes.

**Adjournment:** There being no further business, it was moved by Don O’Toole and seconded by Omar Elgourani to adjourn at 5:00 p.m. Motion carried by a vote of ten (10) affirmative votes to zero (0) negatives votes.

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Sammy Gordy, Chairwoman

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Lane Howell, Secretary/Treasurer