

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

**Minutes  
January 27, 2014**

**Date and Place:** The regular meeting of the Convention & Visitors Bureau was held at the Convention and Visitors Bureau on January 27, 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
Norene Smith	

**Absent:** None

**Staff:** Alana Cooper, Executive Director  
Sylvia Bullard, Office Manager  
Elmer Noah, Board Attorney

**Agenda:** It was moved by Don O'Toole and seconded by Lane Howell to approve the January 27, 2014 board meeting agenda. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Minutes:** It was moved by Lane Howell and seconded by Don O'Toole to approve the December 16, 2013 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, 2013.

General Funds	\$5,479,644.10
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Reports filed for audit.

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

**Committee Reports:**

**Tourism Development Grant Committee** – Gretchen Kovac reported that the Tourism Development Grant Committee met on January 24, 2014 at 3:30 p.m. She reported that the committee reviewed eight (8) grant applications for funding and reviewed three (3) final payment requests.

She reported that the committee reviewed eight (8) Tourism Development Grant applications totaling \$240,775.00. She reported that the committee made the following recommendation for funding.

<b>Organization</b>	<b>Amount Requested</b>	<b>Recommendation</b>
1. Chennault Aviation & Military Museum Billboards (4), Web & App Marketing	27,200.00	27,200.00
2. Children’s Coalition for NELA Advertising	2,500.00	2,500.00
3. City of Monroe-DeltaFest Advertising \$20,000.00 by CVB Artist \$5,000.00	50,000.00	25,000.00
4. City of West Monroe/Park & Rec Brochure for Kiroli & Restoration Park	2,075.00	2,075.00
5. St. Jude-Dirty South Marathon 1 <sup>st</sup> Annual Marathon	30,000.00	7,500.00
6. Northeast Shootout Baseball Tournament	4,000.00	2,000.00
7. NELSA-Soccer Complex Field Lighting	110,000.00	Up to 95,000.00
8. Strauss Theatre Center Defray cost of storm damage to roof	<u>15,000.00</u> \$240,775.00	<u>10,000.00</u> \$171,275.00

It was moved by Gretchen Kovac and seconded by Don O’Toole to approve the January 2014 Tourism Development Grant requests as presented in the amount of \$171,275.00. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

The committee reviewed the following requests for final payment.

1. The Chennault Aviation and Military Museum requested final payment in the amount of \$1,000.00.
2. The Children’s Museum requested final payment in the amount of \$3,000.00
3. The Rebel BMX requested final payment in the amount of \$25,000.00

It was moved by Gretchen Kovac and seconded by Sue Nicholson to approve the final payment request to the Chennault Aviation and Military Museum in the amount of \$1,000.00 and to the Children’s

Museum in the amount of \$3,000.00. The committee tabled the final payment requested by the Rebel BMX until further information is received. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Personnel Committee** – Jerry Edmondson, Chairman of the Personnel Committee reported that the committee met on January 27, 2014 to review the request of the Executive Director for job description title change. The executive director reported that in the tourism industry organizations are using the titles of President/CEO and Vice President. She requested that the position of Executive Director be changed to President/CEO and the Director of Convention and Sports Marketing be changed to Senior Vice President of Sales and the Communication Director be changed to Vice President of Communications.

It was moved by Jerry Edmondson and seconded by Lane Howell to revise the job title of the following personnel.

Alana Cooper/President/CEO  
Scott Bruscato/Senior Vice President of Sales  
Sheila Snow/Vice President of Communications

Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Signage Committee** – Sammy Gordy, Chairman of the Signage Committee reported that the committee met on January 27, 2014 to review updated designs on the Mere Way-Finders Signage. Sammy Gordy report that the project is ongoing and at this time the designs are still a work in progress.

**Other Business:** Alana Cooper reported that the Ouachita Parish Police Jury, Attorney, Jay Mitchell, contacted her regarding the office building located at 1333 State Farm Drive in Monroe, Louisiana. The property is owned by the Police Jury. Previously, there was an option that the Convention and Visitors Bureau could still request use of the building. She stated that the Police Jury has a buyer for the property but before they can sell they need a clear title. They are asking that the Convention and Visitors Bureau relinquish its interest in the building in a letter form.

It was moved by Jerry Edmondson and seconded by Gretchen Kovac that the Board Attorney, Elmer Noah, work with Ouachita Parish Police Jury Attorney, Jay Mitchell to execute the necessary paper work to terminate the Convention and Visitors rights to the building located at 1333 State Farm Drive in Monroe, Louisiana. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

Alana Cooper reported that during the Christmas on the River activities the Convention and Visitors Bureau used a building from Eason Portable Building. She stated that the building was used for storage, computer, sound, and electrical equipment. The owners offered to sell the building to the Convention and Visitors Bureau for \$2,200.00. She stated that the building is an 8x10 with a porch attached. She requested Board approval to purchase the building and place the building in the back parking lot at the Convention and Visitors Bureau.

It was moved by Gretchen Kovac and seconded by Jerry Edmondson to purchase an 8x10 portable building from Easton Portable Building in the amount up to \$2,200.00. The building will be located in the back parking lot of the Convention and Visitors Bureau. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

**Adjournment:** There being no further business, it was moved by Lane Howell and seconded by Janet Rutledge to adjourn at 5:00 p.m. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

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Ryan Roark, Chairman

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Sammy Gordy, Secretary/Treasurer