

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

**Minutes
July 21, 2014**

Date and Place: The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau office on July 21, 2014 at 4:00 p.m. The Chairwoman, Sammy Gordy Presided.

Roll Call: Present

Jerry Edmondson	Sammy Gordy
Lane Howell	Sue Nicholson
Don O'Toole	Ryan Roark
Norene Smith	

Absent

Omar Elgonrani (excused)	Gretchen Kovac (excused)
Nash Patel (excused)	Janet Rutledge (excused)

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

Guest: Rowland Perry/Johnston, Perry, Johnson and Associates Certified Public Accountant
 Zack Parker, Ouachita Citizen
 Scott Roger, The News Star

Agenda: It was moved by Ryan Roark and seconded by Jerry Edmondson to move the audit report by Rowland Perry, Auditor, to the first item on the agenda and approve the July 21, 2014 board meeting agenda. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Audit Report: Rowland Perry with the firm of Johnston, Perry, Johnson & Associates Certified Public Accountant, presented the audit report for the year ending December 31, 2013. He stated that the Convention & Visitors Bureau year ended with a fund balance of \$5,979,901.00.

It was moved by Sue Nicholson and seconded by Don O'Toole to accept the December 31, 2013 year end audit as presented by Rowland Perry, with the firm of Johnston, Perry, Johnson & Associates Certified Public Accountant.

Minutes: It was moved by Ryan Roark and seconded by Don O'Toole to approve the June 16, 2014 minutes as read. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Treasurer Report: The board members reviewed the itemized deposit and disbursements showing the following balance on hand as of June 30, 2014.

General Funds	\$5,612,532.98
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Report filed for audit.

Travel Plans: It was moved by Lane Howell and seconded by Sue Nicholson to approve the additional travel plans for October 2014. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Committee Reports:

Tourism Development Grant Committee – Norene Smith reported that the grant committee met on July 14, 2014 to review final payment request for the following organizations.

1. Chennault Aviation & Military Museum requested final payment in the amount of \$8,000.00 for expenses of the Chennault Aviation and Military Museum remodel of the General Chennault Exhibit.
2. City of Monroe requested final payment in the amount of \$5,000.00 for artist fees for the DeltaFest Heads of State Concert.
3. Twin Cities' Krewe of Janus requested payment for funds dedicated for marching bands performance in the Mardi Gras Parade in the amount of \$10,000.00.
4. Twin City Ballet Company requested final payment in the amount of \$2,500.00 for the 2013-2014 Ballet Season.

It was moved by Norene Smith and seconded by Ryan Roark to approve all the requests for final payment. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Norene Smith reported that the Tourism Development Grant Committee met on July 14, 2014 to review twenty one (21) grant applications for the July 10, 2014 grant period.

She stated that the Special Promotion budget is \$800,000.00 in which \$285,424.00 is already dedicated leaving a balance of \$390,873.00 for the July 10, 2014 grant period.

The committee reviewed \$350,011.00 in request for funding of Events, Festivals and Marketing. The committee also reviewed \$1,481,400.00 in request for funding of Capital Outlay projects.

She reported that the Tourism Development Grant Committee reviewed the grant applications and made the following recommendation for funding.

Organization	Amount Requested	Amount Recommended
Events, Festivals, or Marketing Plans		
1. Children's Coalition Marketing 2015 Conference	5,000	2,500
2. Children's Museum Santa's Christmas Village	22,000	12,000
3. City of Monroe Regional Airport Marketing and Networking Events	28,380	-0-
4. Cotton Stakes & Classic Marketing Cutting Horse Show	30,000	25,000
5. Dirty South Marathon Marketing Event	36,200	-0-
6. Downtown Monroe Alliance Chalk Art Festival/Marketing	19,400	-0-
7. Downtown RiverMarket Electrical Work & Sound System	56,031	-0-
8. Monroe Renaissance COTR Firework Show	5,000	5,000
9. Monroe Renaissance COTR High School Christmas Trees	4,000	4,000
10. Monroe Renaissance Lights for Downtown Monroe Building	5,000	5,000
11. Monroe Renaissance 4 th of July Fireworks/2015	10,000	2,500
12. Twin Cities' Krewe of Janus Bands for Mardi Gras Parade	45,000	10,000
13. Twin Cities' Krewe of Janus Marketing by CVB of Mardi Gras Parade		20,000
14. Twin City Ballet Company 2014-2015 Season	20,000	8,000
15. University of Louisiana-Monroe ULM VS Wake Forest Football Game/Marketing	60,000	- 0-
16. West Ouachita Chamber N/E La Celtic Festival	<u>4,000</u>	<u>1,000</u>

	<u>\$350,011</u>	<u>\$95,000</u>
Organization	Amount Requested	Amount Recommended
Capital Improvements of New or Existing Tourist Oriented Attractions		
17. City of Monroe Duck Dynasty Boat Dock on the Ouachita River	87,400	-0-
18. Downtown Economic Development Floating Dock on the Ouachita River	150,000	-0-
19. The Monroe Garden Club Purchase Playground Equipment for the Zoo	20,000	20,000
20. University of Louisiana -Monroe University Park upgrades	100,000	80,000
21. University of Louisiana-Monroe Renovation to Heard Stadium Benches, Waterproofing, Painting & Sound System	90,000	74,000
22. Biedenharn Ballpark Level and grade fields	<u>1,034,000</u>	<u>280,000</u>
	<u>\$1,481,400</u>	<u>\$454,000</u>

It was moved by Norene Smith and seconded by Don O'Toole to approve the Tourism Development Grant committee recommendations for funding of the July 10, 2014 grant period in the total amount of \$549,000.00. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Other Business: Alana Cooper discussed that she had a conversation with the board attorney, Elmer Noah, concerning funding tourism development grants of Capital Outlay projects over \$150,000.00. They discussed that the board should draw up a cooperative endeavor agreement between the two parties.

It was moved by Jerry Edmondson and seconded by Ryan Roark that all Capital Outlay projects funded through the Tourism and Development Grant process over \$150,000.00 should be bounded by a Co-operative Endeavor Agreement. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Alana Cooper reported that after this grant period the Special Promotion budget line item will be over budget. She requested board approval to increase the budget line item by \$100,000.00. It was moved by Ryan Roark and seconded by Norene Smith to increase the Special Promotion budget line item in the amount of \$100,000.00. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Alana Cooper reported that the BMX Cajun National is interested in returning to the Ike Hamilton Expo Center to host their event for another three (3) years starting in 2016 through 2019. She requested board approval to dedicate \$12,000.00 per year in the total amount of \$36,000.00.

It was moved by Ryan Roark and seconded by Sue Nicholson to dedicate \$36,000.00 to host the BMX Cajun National for three (3) years with \$12,000.00 per year starting in 2016 through 2019. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Adjournment: There being no further business, it was moved by Sue Nicholson and seconded by Lane Howell to adjourn at 5:10 p.m. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Sammy Gordy, Chairwoman

Lane Howell, Secretary/Treasurer