

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

**Minutes
July 25, 2016**

Date and Place: The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau office on July 25, 2016 at 4:00 p.m. The Vice Chairman, Jerry Edmondson presided.

Roll Call: **Present**

Kevin Crosby	Jerry Edmondson
Omar Elgourani	Sammy Gordy
Lane Howell	Don O'Toole
Janet Rutledge	Norene Smith

Absent

Sue Nicholson (excused)	Nash Patel (excused)
Ryan Roark (excused)	

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

Guest: Mayor Vern Breland, Town of Sterlington and Supporters
Roland Perry, *Johnson, Perry, Roussel & Cuthbert, L.L.P. Certified Public Accountants*
Zach Parker, The Ouachita Citizen

Agenda: It was moved by Don O'Toole and seconded by Norene Smith to approve the July 25, 2016 board meeting agenda. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Minutes: It was moved by Don O'Toole and seconded by Norene Smith to approve the June 20, 2016 minutes as read. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Speakers, Mayor Vern Breland – Mayor Breland addressed the board on a proposed new youth Sports Complex for the Town of Sterlington. He stated that they were ready to begin construction on phase one (1) and had matching funds to match the funds of \$350,000.00 that was requested in a Tourism Development Grant application.

Audit Report: Rowland Perry, of *Johnson, Perry, Roussel & Cuthbert, L.L.P. Certified Public Accountants* presented the audit report for the year ending December 31, 2015. He stated the Convention and Visitors Bureau year ended with a fund balance of \$8,301,981.00 a gain of \$1,301,177.00 over 2014.

It was moved Sammy Gordy and seconded by Don O'Toole to accept the December 31, 2015 year end audit as presented by Rowland Perry, of *Johnson, Perry, Roussel & Cuthbert, L.L.P. Certified Public Accountants*. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Treasurer Reports: The board members reviewed the itemized deposits and disbursements showing the following balance on hand as of June 30, 2016.

General Funds \$8,224,180.06

Report filed for audit.

Committee Reports:

Tourism Development Grant Committee – Don O’Toole reported that the Tourism Development Grant Committee met on July 19, 2016 to review payment requests and the July 10, 2016 grant applications.

The following organizations submitted information for payment request.

1. The Chennault Aviation & Military Museum requested a 75% payment in the amount of \$2,882.14 of \$3,842.85 for the development of a new website.
2. Cotton Stakes Classic requested final payment in the amount of \$8,758.00 for the 2015 Cotton Stakes Classic held at the Ike Hamilton Expo.
3. The Twin Cities’ Krewe of Janus requested final payment in the amount of \$2,500.00 for the 2016 Mardi Gras Parade marching bands.

It was moved by Don O’Toole and seconded by Lane Howell to approve the payment as requested. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

4. The City of Monroe requested a two (2) month extension ending September 30, 2016 to complete the roofing and upgrades of the Garrett House.

It was moved by Don O’Toole and seconded by Lane Howell to approve the City of Monroe request to extend the Garrett House grant until September 30, 2016. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Don O’Toole reported that the Tourism Development Grant received seven (7) applications for Events, Festivals and Marketing Plans and three (3) applications for Capital Improvement Projects.

Alana Cooper reported that the Special Promotion budget for 2016 is \$800,000.00, less funds already dedicated of \$374,096.00 leaving a balance of \$425,903.00 for the July 10, 2016 grant period. She stated the budget can be changed to add more funds to the Special Promotion line item if necessary.

The committee made the following recommendation for funding of the July 10, 2016 grant period.

Organization	Amount Requested	Amount Recommended
Events, Festivals, or Marketing Plans		
1. Cotton Stakes September 2016/Advertising The Ike Derby Classic Jan. 2017/Advertising \$20,000 each event	60,000	40,000
2. Dirty South Running Company Cotton Land Marathon/Advertising	30,000	7,500
3. Downtown Arts Alliance Downtown Gallery Crawls/Website/Social Media	17,660	7,100
4. Friends of Black Bayou Black Bayou Lake National Wildlife Refuge/Brochures	3,067	3,067
5. The Children's Museum 2016 Premier Annual Events/Marketing/Reindeers/ Photo Booth& Coca Cola Village	25,000	15,500
6. Twin Cities' Krewe of Janus 2017 Mardi Gras Parade Marching Bands Advertising by Convention & Visitors Bureau	32,500	10,000 20,000
7. Twin City Ballet Company Promotion of the 2016-2017 Season	20,000	8,000
Organization	Amount Requested	Amount Recommended
Capital Improvement Projects		
1. East Ouachita Recreation District #1 Osterland Rec Center to Complete 8 full 200 ft. Fields	6,758,725	1,000,000
2. Town of Sterlington New Sports Complex	350,000	-0-
3. University of Louisiana of Monroe Turf four (4) Infields	<u>2,000,000</u>	<u>425,000</u>
Total	\$9,296,952	\$1,516,167

Adjournment: There being no further business, it was moved by Omar Elgourani and seconded by Janet Rutledge to adjourn at 5:15 p.m. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Jerry Edmondson, Vice Chairman

Sammy Gordy, Secretary/Treasurer