

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

**Minutes  
July 27, 2015**

**Date and Place:** The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau on July 27, 2015 at 4:00 p.m. The Secretary/Treasurer, Lane Howell, presided.

**Roll Call:**        **Present**

Jerry Edmondson	Sammy Gordy
Lane Howell	Gretchen Kovac
Sue Nicholson	Don O'Toole
Janet Rutledge	

**Absent**

Omar Elgourani (excused)	Nash Patel (excused)
Norene Smith (excused)	Ryan Roark (excused)

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

**Guest:**           Zack Parker

**Agenda:** It was moved by Gretchen Kovac and seconded by Sue Nicholson to approve the July 27, 2015 board meeting agenda. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

**Minutes:** It was moved by Don O'Toole and seconded by Jerry Edmondson to approve the June 22, 2015 minutes as read. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

**Audit Report:** Rowland Perry with the firm of Johnson, Perry, Roussel & Cuthbert, Certified Public Accountant, presented the audit report for the year ending December 31, 2014. He stated the Convention and Visitors Bureau year ended with a fund balance of \$7,000,804.00

It was moved by Don O'Toole and seconded by Sammy Gordy to accept the December 31, 2014 year end audit as presented by Rowland Perry, with the firm of Johnson, Perry, Roussel & Cutbert, Certified Public Accountant. Motion carried by a vote of seven (7) 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 June 30, 2015.

General Funds	\$7,126,366.57
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Report filed for audit.

**Travel Plans:** It was moved by Jerry Edmondson and seconded by Gretchen Kovac to approve the additional travel plans for July through October 2015. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

**Committee Reports:**

**Personnel Committee-** Jerry Edmondson, Chairman, Personnel Committee reported that the committee met at 3:30 p.m. on July 27, 2015 to discuss changes to the Job Descriptions and Employee's Manual. Alana Cooper reported that she needed to change several job titles and descriptions to meet the services provided. She also stated that she made adjustments to things that were absolute or no longer needed.

Job title changes:

1. Executive Director to President/CEO
2. Tourism Manger to First Impression Manager
3. Travel Counselor/Receptionist to Information Specialist
4. Travel Counselor/Welcome Committee Coordinator to Welcome Information Specialist

Job title and descriptions eliminated

1. Creative Coordinator
2. Product Development Coordinator

It was moved by Jerry Edmondson and seconded by Gretchen Kovac to approve the changes made to the Job Descriptions and Employee's Manual as presented by the President/CEO. Motion carried by a vote of eight (8) affirmative votes to zero (0) votes.

**Tourism Development Grant Committee** – Janet Rutledge reported that the Tourism Development Grant Committee met on July 23, 2015 to review final payment request and the July 10, 2015 Tourism Development Grant applications.

She reported that the committee reviewed two (2) final payment requests.

1. Twin Cities' Krewe of Janus requested final payment in the amount of \$2,500.00 for marching bands participation in the 2015 Mardi Gras Parade.
2. The University of Louisiana at Monroe Athletic Department submitted final payment request of \$17,662.51 of the \$18,500.00 balance for completion of the renovations to Heard Stadium with a balance of \$837.49. They stated that they relinquish the balance because it was not needed to complete the project.

It was moved by Janet Rutledge and seconded by Gretchen Kovac to approve the final payment to the Twin Cities' Krewe of Janus in the amount of \$2,500.00 for marching bands participation in the 2015 Mardi Gras Parade. The motion includes approval to the University of Louisiana at Monroe Athletic Department for final payment in the amount of \$17,662.51 with a balance of \$837.48 to be returned to the special promotion budget. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

The committee reviewed twelve (12) grant applications for Events, Festivals, or Marketing funding in the total amount of \$332,783.50 and seven (7) grants for Capital Improvement in the total requested amount of \$588,673.50. The committee made the following recommendation for funding.

<b>Organization</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>
<b>Events, Festivals, or Marketing Plans</b>		
1. Biedenharn Museum & Gardens Texas Spring Break 2016 Marketing	7,514.50	7,514.50
2. Children’s Museum Santa’s Christmas Village Purchase of a Toboggan Slide/ Marketing	25,000.00	15,500.00
3. Cotton Stakes Classic/The Ike Derby Classic, LLC	60,000.00	40,000.00
4. Downtown Monroe Alliance Purchase of Christmas Lights	2,844.00	1,200.00
5. Louisiana Purchase Gardens and Zoo Billboards to Market the Splash Pad/ Shreveport/Vicksburg	24,000.00	12,000.00
6. Monroe Renaissance 2015 Christmas Fireworks/Lights/ Windows Wonderland Prize Money/2016 4 <sup>th</sup> Fireworks	16,000.00	16,000.00
7. Mu Tau Inc. FunRoe Fest/Out of State Advertising	9,175.00	9,175.00
8. Renaissance Transform the Garrett House into Santa’s Workshop	5,750.00	0.00
9. Susan G. Komen of N/E Louisiana N/E Louisiana Race for the Cure/ Marketing Campaign	10,000.00	1,000.00
10. Twin City Ballet Company TCBC Season 2015-2016	20,000.00	6,000.00
11. Twin Cities Krewe of Janus 2016 Mardi Gras Parade Monetary awards for bands	32,500.00	10,000.00
12. ULM Athletic Department Marketing for 2015-2018 Seasons/ Request \$40,000.00 Annually	120,000.00	0.00

It was moved by Janet Rutledge and seconded by Sammy Gordy to approve the Tourism Development Grant Committee report as presented for funding of the July 10, 2015 grant applications for Events, Festivals, or Marketing Plans in the amount of \$138,389.50. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

<b>Organization</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>
<b>Capital Improvements of New or Existing Tourist Oriented Attractions</b>		
1. Chennault Aviation And Military Museum Land Purchase & Expansion	300,000.00	0.00
2. City of Monroe Garret Law Office Restoration Project	24,900.00	18,000.00
3. Downtown RiverMarket Electrical Work @ Amphitheater	56,021.01	10,000.00
4. Renaissance Purchase of Outdoor Furniture & Storage for the Garret Law Office	7,752.00	0.00
5. ULM of Louisiana @ Monroe Foundation/Anna Gray Noe Alumni Revitalization	200,000.00	0.00

It was moved by Janet Rutledge and seconded by Gretchen Kovac to approve the Tourism Development Grant Committee report as presented for funding of the July 10, 2015 grant applications for Capital Improvements of New or Existing Tourist Attractions in the amount of \$28,000.00. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

**Other Business:** Alana Cooper reported that Found Design LLC dba Merje Group has submitted the specifications for the new office sign for the Convention and Visitors Bureau. She reported that she has received quotes from three (3) different companies. She said that we can go with the recommended specifications or we can use some alternate materials that will be cheaper such as faux bricks. She requested that the Sign Committee met before the next board meeting and moved forward with selecting a bidder to do the sign.

It was moved by Sue Nicholson and seconded by Janet Rutledge that the Sign Committee meets before the next board meeting to discuss quotes and select a bidder to move forward with the Convention and Visitors Bureau office sign. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

**Chairwoman/President/CEO Report:** Alana Cooper reported that she has contacted the Huddle Up Group concerning research for a Sport's Complex in the Monroe-West Monroe area. She said the Sports Marketing Feasibility Study by C H Johnson Consulting Inc. suggested that we have two (2) complexes,

the Biedenharn and the Northeast Louisiana Soccer Fields that we could upgrade or build something new. She stated that she would like to research something new. She stated that she has contacted the Huddle Up Group and would like to move forward with a contract for the research.

It was moved by Sammy Gordy and seconded by Gretchen Kovac that the President/CEO contract with the Huddle Up Group and move forward on research for a Sport's Complex in Ouachita Parish. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

**Adjournment:** There being no further business, it was moved by Don O'Toole and seconded by Janet Rutledge to adjourn at 5:00 p.m. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

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Lane Howell, Secretary/Treasurer acting Chairman

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