

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

**Minutes
March 17, 2014**

Date and Place: The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau on March 17, 2014 at 4:00 p.m. The Chairman, Ryan Roark presided.

Roll Call: Present

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

Absent

Nash Patel (excused)

Staff:

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

Agenda: It was moved by Jerry Edmondson and seconded by Sue Nicholson to approve the March 17, 2014 board meeting agenda. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Minutes: It was moved by Lane Howell and seconded by Don O'Toole to approve the February 24, 2014 minutes as read. Motion carried by a vote of nine (9) 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 February 28, 2014.

General Funds \$5,755,408.63

Report filed for audit.

Travel Plans: It was moved by Gretchen Kovac and seconded by Lane Howell to approve the additional travel plans for March through May 2014. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Committee Report:

Signage Committee: Sammy Gordy reported that the committee met on March 17, 2014 to continue to review the map of Monroe-West Monroe to determine the location and placement of the Wayfinding signage. She reported the project is still ongoing and more upcoming meetings to be held.

Other Business: Alana Cooper reported that the board dedicated \$10,500.00 for the Nation Bass Master Championship Fishing Tournament to be held here in Monroe. She stated that the Bass Master Association called and said they would love to come to Monroe-West Monroe but another city had offered \$12,500.00. She requested board approval to meet the \$12,500.00 bid and dedicate the extra \$2,000.00.

It was moved by Jerry Edmondson and seconded by Lane Howell to dedicate \$2,000.00 more to the \$10,500.00 already dedicated for a total of \$12,500.00 for the Nation Bass Master Championship Fishing Tournament to be held in Monroe. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

President/CEO Report: Alana Cooper reported that the Convention Department will bid on the LHSAA High School Cheerleading Championship to be held December 6, 2014. She requested board approval to dedicate \$7,500.00 if the Convention and Visitors Bureau is the successful bidder. She stated that the funds will cover the cost of the Civic Center, guards, ticket takers and rooms for LHSAA staff.

It was moved by Norene Smith and seconded by Sue Nicholson to approve \$7,500.00 to bid for the LHSAA High School Cheerleading Championship to be held December 6, 2014. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Alana Cooper reported that the BMX Cajun National just had the 2014 competition at the Ike Hamilton. She stated that they had seven (7) more states to participate and an increase in the participants. She stated for the 2013 through 2015 the Convention and Visitors Bureau dedicated \$10,000.00 per year. She stated that she needs to increase it to \$12,000.00 per year to cover extra cost for an extra day of set up and equipment needed.

It was moved by Sue Nicholson and seconded by Gretchen Kovac to increase the dedicated funds for the BMX Cajun National from \$10,000.00 per year to \$12,000.00 per year. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Alana Cooper reported that she would like to create a scholarship program in the community to increase the awareness of tourism in the area. She stated that there are two (2) organizations educational opportunities that she is interested in awarding a scholarship.

1. Southeast Tourism Marketing College in the amount of \$2,500.00.
2. Lt. Governor Conference in the amount of \$1,000.00.

She stated the scholarship will cover travel, one year membership, food, and lodging. She stated that there will be a criteria and application process.

It was moved by Gretchen Kovac and seconded by Janet Rutledge that the President/CEO is approved to move forward with establishing a scholarship program to provide improved education to the tourism industry in the area. Motion carried by a vote of nine (9) 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 nine (9) affirmative votes to zero (0) negative votes.

Ryan Roark, Chairman

Sammy Gordy, Secretary/Treasurer