

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

**Minutes
May 19, 2014**

Date and Place: The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau on May 16, 2014 at 4:00 p.m. The Chairman Ryan Roark presided.

Roll Call: Present

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

Absent
None

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

Agenda: It was moved by Sue Nicholson and seconded by Nash Patel to correct the date on the agenda from April 21, 2014 to May 19, 2014. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

It was moved by Norene Smith and seconded by Don O'Toole to approve the May 16, 2014 board meeting agenda. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Minutes: It was moved by Don O'Toole and seconded by Lane Howell to approve the April 21, 2014 minutes as read. Motion carried by a vote of eleven (11) 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 April 30, 2014.

General Funds \$5,628,676.77

Report filed for audit.

Travel Plans: It was moved by Nash Patel and seconded by Lane Howell to approve the additional travel plans for May thru August 2014. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Nominating Committee: Sue Nicholson reported that the Nominating Committee recommend the following slate of officers for the term of June 2014 through May 2015 as presented in the April Board of Directors meeting.

Sammy Gordy – Chairwoman
Norene Smith – Vice Chairwoman
Lane Howell – Secretary/Treasurer

It was moved by Sue Nicholson and seconded by Jerry Edmondson to approve the June 2014 through May 2015 slate of officers as presented. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negative votes.

Personnel Committee: Alana Cooper reported that she hired Cindy Leath as a permanent part-time employee to work in the Communication/Marketing Department with Sheila Snow and Austin Bantel. Alana Cooper stated that the Communication Department has used interns from the local universities in the past.

Committee Reports:

Tourism Development Grant Committee – Gretchen Kovac reported that the Tourism Development Grant Committee met on May 16, 2014 to review the dedicated fund schedule. She reported that the committee made the following recommendations.

1. American Boer Goat – Return \$1,250.00 to the dedicated funds balance due to the one (1) year deadline for payment has expired.
2. Chennault Aviation Museum – To extend the grant deadline date until July 30, 2014.
3. Mardi Gras Parade Advertising – to return \$1,770.00 to the dedicated funds balance due to the advertising amount was less than the \$20,000.00 dedicated.
4. Chennault Aviation Museum Billboard grant – Return \$3,304.00 to the dedicated fund balance due to the Bureau were able to negotiate a cheaper rate less than the \$27,200.00 dedicated.
5. National Archery – Change the name from National Archery Shooters Tournament to Regional Archery Shooters Tournament.

It was moved by Gretchen Kovac and seconded by Janet Rutledge to make amendments to the dedicated funds as presented. Motion carried by a vote of eleven (11) votes to zero (0) negative votes.

Other Business:

Legal Publication - Alana Cooper reported that the Ouachita Citizen has agreed to serve as the Convention and Visitors Bureau's Official Journal for June 2014 through May 2015 with no increase in advertising cost.

It was move by Sue Edmondson and seconded by Omar Elgonrani to approve the Ouachita Citizen as the Convention and Visitors Bureau Official Journal on record for June 2014 through May 2015. Motion carried by a vote of eleven (11) affirmative votes to zero (0) negates votes.

President/CEO Report: Alana Cooper reported on the matter of the Hotel/Motel Occupancy tax Increment Financing (TIF) of 2% for a new hotel that will be building in West Monroe. She stated that the Municipality has the authority to authorize the increase. She stated that the West Monroe City Council will hold a public hearing on June 10, 2014 at 6:15 p.m. to discuss the issue. Elmer Noah, Board Attorney, proposed the Convention and Visitors Bureau Board send a letter of non-recommendation to Mayor Dave Norris concerning the increase in the Hotel/Motel Occupancy rate.

It was moved by Omar Elgonrani and seconded by Don O'Toole to send a letter of non-recommendation to Mayor Dave Norris concerning the 2% increase in Hotel/Motel occupancy tax to build a new hotel in West Monroe. Motion carried by a vote of eleven (11) votes to zero (0) negative votes.

Adjournment: There being no further business, it was moved by Omar Elgonrani and seconded by Lane Howell to adjourn at 4:55 p.m. Motion carried by a vote of eleven (11) affirmative votes to zero (0) votes.

Ryan Roark, Chairman

Sammy Gordy, Secretary/Treasurer