

Monroe-West Monroe Convention and Visitors Bureau

601 Constitution Drive, West Monroe, Louisiana 71292

Board of Directors Meeting

April 27, 2026

CALL TO ORDER

The regular meeting of the Monroe-West Monroe Convention and Visitors' Bureau Board of Directors was called to order at 4:00 PM by Chairperson Roderick Worthy.

ROLL CALL AND ATTENDANCE

The following members were present, constituting a quorum:

- Kevin Crosby
- Dr. Angela Crumpton-Lawrence
- Josh Etheridge
- Dr. Valerie Fields
- Jordan Guillot
- Shelly Harrell
- Don O'Toole, Jr.
- Ryan Roark
- Roderick Worthy

Members Absent: Nash Patel and Diane Mulhearn

Others in Attendance: Alana Cooper (President/CEO), Elmer Noah (Board Attorney), Krystle Ivey (Director of Operations), Stacy Gibson (Office Coordinator)

APPROVAL OF AGENDA

A motion was made by Don O'Toole, Jr. and seconded by Jordan Guillot to approve the agenda. The motion carried by a vote of nine (9) in favor and zero (0) against.

PUBLIC COMMENTS

Chairperson Roderick Worthy opened the floor for public comments. No members of the public were present for comment.

APPROVAL OF MINUTES

A motion was made by Kevin Crosby and seconded by Dr. Valerie Fields to approve the minutes from the regular Board of Directors meeting held on March 16, 2026. The motion was carried by a vote of nine (9) in favor and zero (0) against.

TREASURER’S REPORT

The board reviewed the Treasurer’s Report, including itemized deposits and disbursements. The General Funds balance as of March 31, 2026, was \$8,576,405.38.

A motion was made by Jordan Guillot and seconded by Don O’Toole, Jr. to approve the March 31, 2026, financial reports, including the budget-to-actual comparison. The motion was carried by a vote of nine (9) in favor and zero (0) against.

STAFF TRAVEL PLANS

A motion was made by Don O’Toole, Jr. and seconded by Ryan Roark to approve the minutes from the staff travel plans for April 2026 through August 2026. The motion was carried by a vote of nine (9) in favor and zero (0) against.

COMMITTEE REPORTS AND ACTIONS

Tourism Development Grant Committee:

Return Bids:

A motion was made by Don O’Toole, Jr. and seconded by Jordan Guillot to return \$12,500.00 for Lady Bass Anglers Association & World Fishing Tour to Special Promotions. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Bids:

A motion was made by Don O’Toole, Jr. and seconded by Kevin Crosby to commit \$60,000.00 each year for a bid to host the National Cutting Horse Association in 2027 and 2028. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

A motion was made by Don O’Toole, Jr. and seconded by Kevin Crosby to commit \$6,000.00 for a bid to host the US Team Penning Association World Finals in October 2026. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

A motion was made by Don O’Toole, Jr. and seconded by Ryan Roark to commit \$50,000.00 toward the 50-Year Discover Monroe-West Monroe Celebration Grant, to be distributed in three grant awards of \$30,000.00, \$15,000.00, and \$5,000.00 Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Nomination Committee:

A recommendation of the proposed officers to the Board of Directors will be voted on during the May 2026, meeting.

Proposed Officers: 2026 - 2027

Chairman: Don O’Toole, Jr.

Vice-Chairman: Kevin Crosby

Secretary-Treasurer - Shelly Harrell

PRESIDENT'S REPORT

President/CEO Alana Cooper reminded the Board of Directors that the Tier 2.1 Ethics Personal Financial Disclosure Statement must be completed before May 15, 2026.

The Board Members were reminded about the Golden Heron Awards held on Thursday, May 7, 2026, celebrating 50 years of the Conventions and Visitors' Bureau.

ADJOURNMENT

A motion was made by Jordan Guillot and seconded by Kevin Crosby to adjourn the meeting at 4:40 PM. The motion carried by a vote of nine (9) in favor and zero (0) against.

Respectfully Submitted,

Roderick Worthy

Roderick Worthy, Chairperson

Nash Patel

Nash Patel, Treasurer