

Monroe-West Monroe Convention and Visitors Bureau

601 Constitution Drive, West Monroe, Louisiana 71292

Board of Directors Meeting

August 17, 2026

CALL TO ORDER

The regular meeting of the Monroe-West Monroe Convention and Visitors' Bureau Board of Directors was called to order at 4:04 PM by Chairperson Don O'Toole, Jr.

ROLL CALL AND ATTENDANCE

The following members were present, constituting a quorum:

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

Members Absent: Jordan Guillot and Roderick Worthy

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

APPROVAL OF AGENDA

A motion was made by Kevin Crosby and seconded by Josh Etheridge to approve the agenda. The motion carried by a vote of nine (9) in favor and zero (0) against.

PUBLIC COMMENTS

Chairperson Don O'Toole, Jr. 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 Nash Patel to approve the minutes of the regular Board of Directors meeting held on July 29, 2026. The motion was carried by a vote of nine (9) in favor and zero (0) against.

TREASURERS REPORT

The board reviewed the Treasurer's Report, including itemized deposits and disbursements. The General Funds balance as of July 31, 2026, was \$10,626,098.40.

A motion was made by Nash Patel and seconded by Kevin Crosby to approve the July 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.

COMMITTEE REPORTS:

Tourism Development/Grants Committee:

- A motion was made by Kevin Crosby and seconded by Nash Patel to approve a grant in the amount of \$7,500.00 to Southern Reined Cow Horse Alliance for marketing and rental fee. The motion carried by a vote of nine (9) in favor and zero (0) against.

Note: The original grant request was for \$15,000.00

- A motion was made by Kevin Crosby and seconded by Ryan Roark to approve a grant in the amount of \$12,000.00 to the Krewe of Janus to pay for four (4) high school marching bands/prize money and to ULM Sounds of Today Marching Band for Mardi Gras 2027. The motion carried by a vote of nine (9) in favor and zero (0) against.
- A motion was made by Kevin Crosby and seconded by Ryan Roark to approve a grant in the amount of \$12,000.00 to the Krewe de Riviere for Mardi Gras 2027 to be used for entertainment. The motion carried by a vote of nine (9) in favor and zero (0) against.
- A motion was made by Kevin Crosby and seconded by Ryan Roark to approve a grant in the amount of \$74,072.00 for ULM tennis court fencing. The motion carried by a vote of eight (8) in favor and zero (0) against. Dr. Valerie Fields abstained.
- A motion was made by Kevin Crosby and seconded by Ryan Roark to return \$20,000.00 of dedicated funds from Intercollegiate Nationals for National Wheelchair Basketball Association (March 2027). The motion carried by a vote of nine (9) in favor and zero (0) against.
- A motion was made by Kevin Crosby and seconded by Nash Patel to increase funding from \$10,000.00 per event up to \$51,000.00 total for NXT Pro Hoops in April 2027. The motion carried by a vote of nine (9) in favor and zero (0) against.

COMMITTEE MINUTES:

A motion was made by Kevin Crosby and seconded by Dr. Angela Crumpton-Lawrence to approve the Tourism Development Committee Minutes held on August 12, 2026. The motion was carried by a vote of nine (9) in favor and zero (0) against.

ADJOURNMENT

A motion was made by Kevin Crosby and seconded by Dr. Angela Crumpton-Lawrence to adjourn the meeting at 4:39 PM. The motion was carried by a vote of nine (9) in favor and zero (0) against.

Respectfully Submitted,

Don O'Toole, Jr.

Don O'Toole, Jr., Chairperson

Shelly Harrell

Shelly Harrell, Treasurer