

Monroe-West Monroe Convention and Visitors' Bureau

601 Constitution Drive
West Monroe, Louisiana 71292
Board of Directors Meeting
August 25, 2025

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. Valerie Fields
- Shelly Harrell
- Diane Mulhearn
- Don O'Toole, Jr.
- Nash Patel
- Ryan Roark
- Roderick Worthy

Members Absent: Dr. Angela Crumpton-Lawrence, Josh Etheridge, and Jordan Guillot

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

PUBLIC COMMENTS

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

APPROVAL OF AGENDA

A motion was made by Don O'Toole, Jr. and seconded by Nash Patel to approve the agenda. The motion carried by a vote of eight (8) in favor and zero (0) against.

APPROVAL OF MINUTES

A motion was made by Kevin Crosby and seconded by Don O'Toole, Jr. to approve the minutes from the regular Board of Directors meeting held on July 21, 2025. The motion carried by a vote of eight (8) 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 July 31, 2025, was \$8,966,249.64. A motion was made by Don O'Toole, Jr. and seconded by Diane Mulhearn to approve the July 31, 2025, financial reports, including the budget-to-actual comparison. The motion carried by a vote of eight (8) in favor and zero (0) against.

STAFF TRAVEL PLANS

A motion was made by Kevin Crosby and seconded by Don O'Toole, Jr. to approve staff travel plans for August 2025 through November 2025. The motion carried by a vote of eight (8) in favor and zero (0) against.

COMMITTEE REPORTS AND ACTIONS

Tourism Development Committee:

- The grant application for the Chennault Aviation & Military Museum was tabled until the next grant meeting. No action was taken.
- A motion was made by Kevin Crosby and seconded by Don O'Toole, Jr. to approve a grant of \$3,00.000 to the Downtown West Monroe Revitalization Group for Christmas Fireworks. The motion carried by a vote of eight (8) in favor and zero (0) against.
- A motion was made by Kevin Crosby and seconded by Don O'Toole, Jr. to approve a grant of \$6,000.00 to the Friends of Chennault Aviation & Military Museum for the ChennaultFest. The motion carried by a vote of eight (8) in favor and zero (0) against.
- A motion was made by Kevin Crosby and seconded by Don O'Toole, Jr. to approve a grant of \$9,000.00 to the NELA Children's Museum for 3 domes and activities during Santa's Christmas Village as presented in the grant application. The motion carried by a vote of eight (8) in favor and zero (0) against.
- A motion was made by Kevin Crosby and seconded by Don O'Toole, Jr. to approve a grant of \$7,000.00 to the Krewe of Janus to pay for four high school marching bands and prize money. The motion carried by a vote of eight (8) in favor and zero (0) against.

Bids and Dedicated Funding:

- A motion was made by Kevin Crosby and seconded by Ryan Roark to dedicate up to \$7,000.00 to the Babe Ruth Baseball Tournament in July 2026. The motion carried by a vote of eight (8) in favor and zero (0) against.
- A motion was made by Kevin Crosby and seconded by Ryan Roark to dedicate \$5,000.00 to Beefmasters National Cattle Show in 2026. The motion carried by a vote of eight (8) in favor and zero (0) against.

Approval of Committee Minutes:

- A motion was made by Ryan Roark and seconded by Dr. Valerie Fields to approve the Tourism Development Grant Committee minutes from the July 21, 2025, meeting. The motion carried by a vote of eight (8) in favor and zero (0) against.

- A motion was made by Don O'Toole, Jr. and seconded by Dr. Valerie Fields to approve the Tourism Development Grant Committee minutes from the August 21, 2025, meeting. The motion carried by a vote of eight (8) in favor and zero (0) against.

ADJOURNMENT

A motion was made by Don O'Toole, Jr. and seconded by Shelly Harrell to adjourn the meeting at 4:37 PM. The motion carried by a vote of eight (8) in favor and zero (0) against.

Respectfully Submitted,

Roderick Worthy, Chairperson

Roderick Worthy

Nash Patel, Secretary-Treasurer

Nash Patel
