

**Monroe-West Monroe Convention and Visitors Bureau  
601 Constitution Drive  
West Monroe, Louisiana 71292  
Board of Directors Meeting  
Minutes  
March 20, 2023**

**Date and Place:** The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau, 601 Constitution Drive, West Monroe, Louisiana 71292 at 4:00 p.m., March 20, 2023. Chairman Mickey Merritt presided.

**Roll Call:**       **Present**  
Kevin Crosby  
Dr. Valerie Fields  
Jordan Guillot  
Mickey Merritt  
Sue Nicholson  
Don O'Toole, Jr.  
Norene Smith  
Ryan Roark  
Roderick Worthy

**Absent**  
Kelle Messer  
Nash Patel

**Staff:**           Alana Cooper, President/CEO  
Elmer Noah, Board Attorney  
Krystle Ivey, Operations Administrator  
Ruth Canales, Office Manager

**Agenda:**       Sue Nicholson moved, and Kevin Crosby seconded to accept the agenda. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Public Comments:** Prior to the Board of Directors meeting, time was allotted for Public Comments. Chairman Mickey Merritt advised there was no public participation or questions.

**Minutes:**       Jordan Guillot moved, and Roderick Worthy seconded to approve the February 20, 2023, Board of Directors minutes. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Treasurer's Report:** The board members reviewed the itemized deposits and disbursements showing a balance on hand as of January 31, 2023:

General Funds: \$14,115,218.38

Kevin Crosby moved, and Don O'Toole, Jr. seconded to approve the February 28, 2023, financial reports including the budget to actual comparison. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Sue Nicholson moved, and Jordan Guillot seconded to move \$25,000.00 into the Renovation Building Fund as previously approved by the Board of Directors. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Staff Activities and Travel Plans:** Don O'Toole, Jr. and Roderick Worthy seconded to approve travel plans from March 2023 - June 2023. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

### **Committee Reports:**

#### **Tourism Development Grant Committee Meeting**

The Krewe of Janus requested release of \$15,000.00 which represents the final payment of the \$25,000.00 original grant. All paperwork has been received and is in order.

Kevin Crosby moved, and Jordan Guillot seconded to approve payment of \$15,000.00 to the Krewe of Janus for final payment of the grant. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Kevin Crosby moved, and Jordan Guillot seconded to return the remaining balance of the Krewe of Janus grant in the amount of \$10,000.00 to Special Promotions. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

The Krewe de Riviere requested release of \$4,622.50 which represents the final payment of the original grant of \$18,490.00. Paperwork has been received and is in order.

Kevin Crosby moved, and Jordan Guillot seconded to approve payment of \$4,072.50 to the Krewe de Riviere. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

The Bassmaster Nation Championship bid was not awarded to Discover Monroe-West Monroe. The approved budget was \$60,000.00. Bass has offered the opportunity to host the Bassmaster Team Championship in November 2024.

Don O'Toole moved, and Roderick Worthy seconded to move \$60,000.00 dedicated to the Bassmaster National Championship to the 2024 Bassmaster Team Championship. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

The National Fishing League Crappie National Championship and Expo has requested \$60,000.00 from Discover Monroe-West Monroe.

Kevin Crosby moved, and Roderick Worthy seconded to allow President/CEO, Alana Cooper, to negotiate a sponsorship in coordination with other local entities to provide for the budget up to \$60,000.00 to the National Fishing League Crappie National Championship and Expo. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

### Other Business

President and CEO Alana Cooper presented and discussed the Strategic Plan from Berkley Young.

Kevin Crosby moved, and Norene Smith seconded to accept the Strategic Plan for 2023 - 2025. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

### Chairman and President/CEO Reports

Kevin Crosby moved, and Sue Nicholson seconded to allow Scott Bruscato the personal use of the 2023 Chevrolet Silverado Truck with required reporting to income. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

### Adjournment

There being no further discussion, Don O'Toole, Jr. moved, and Ryan Roark seconded to adjourn the meeting at 4:50 p.m. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

  
Mickey Merritt, Chairman

  
Jordan Guillot, Secretary Treasurer