

Monroe-West Monroe Convention and Visitors Bureau

601 Constitution Drive, West Monroe, Louisiana 71292

Board Meeting Minutes

February 23, 2026

CALL TO ORDER

The regular meeting of the Monroe-West Monroe Convention and Visitors Bureau Board of Directors was called to order at 4:03 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
- Don O'Toole, Jr.
- Nash Patel
- Ryan Roark
- Roderick Worthy

Members Absent: Shelly Harrell, Diane Mulhearn

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

APPROVAL OF AGENDA

A motion was made by Don O'Toole, Jr. and seconded by Jordan Guillot to approve the agenda with the addition of Tourism Development Committee meeting report. 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 Don O'Toole, Jr. and seconded by Dr. Valerie Fields to approve the minutes from the regular Board of Directors meeting held on December 15, 2025. 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 December 31, 2026, was \$8,840,985.46.

A motion was made by Ryan Roark and seconded by Nash Patel to approve the December 31, 2025, financial reports, including the budget-to-actual comparison. The motion was carried by a vote of nine (9) in favor and zero (0) against.

The board reviewed the Treasurer's Report, including itemized deposits and disbursements. The General Funds balance as of January 31, 2026, was \$8,822,161.50.

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

COMMITTEE REPORTS

Tourism Development Committee:

A motion was made by Don O'Toole, Jr. and seconded by Ryan Roark to approve final payment of:

\$6,000.00 to Friends of Chennault Balloon Fest

\$100,000.00 to Chennault Foundation (Building Project)

\$50,673.60 to University of Louisiana Monroe (Tennis Court Fence)

The motion was carried by a vote of eight (8) in favor and zero (0) against. Dr. Valerie Fields abstained.

The Tourism Development Committee met on February 12, 2026, to review January 2026 applications. There were three applications with a total request of \$3,185,959.00.

A motion was made by Don O'Toole, Jr. and seconded by Kevin Crosby to approve the recommended grant amounts for the three applications:

Louisiana Quarter Horse Association:

Requested: \$10,000.00

Recommended: \$5,000.00

Red, White, Blue Airshow:

Requested: \$40,000.00

Recommended: \$10,000.00

East Ouachita Recreation District:

Requested: \$3,135,959.00

Recommended: \$0.00

The motion was carried by a vote of nine (9) in favor and zero (0) against.

A motion was made by Don O'Toole, Jr. and seconded by Ryan Roark to approve \$25,000.00 grant to Miss Louisiana Organization and \$10,000.00 in advertising for Mardi Gras. The motion was carried by a vote of nine (9) in favor and zero (0) against.

A motion was made by Don O'Toole, Jr. and seconded by Ryan Roark to return \$2,000.00 designated for the 2025 Angus Eastern Regional to Special Promotions. The motion was carried by a vote of nine (9) in favor and zero (0) against.

A motion was made by Don O'Toole, Jr. and seconded by Nash Patel to add \$544,960.00 to Special Promotions budget due to uncompleted projects in 2025. The motion was carried by a vote of nine (9) in favor and zero (0) against.

COMMITTEE MEETING MINUTES FOR APPROVAL

Finance Committee:

A motion was made by Jordan Guillot and seconded by Dr. Angela Crumpton-Lawrence to approve the minutes from the Finance Committee meeting held on December 15, 2025. The motion was carried by a vote of nine (9) in favor and zero (0) against.

Tourism Development Grant Committee:

A motion was made by Don O'Toole, Jr. and seconded by Josh Etheridge to approve the minutes from the Tourism Development Grant Committee Meeting held on February 12, 2026. The motion was carried by a vote of nine (9) in favor and zero (0) against.

PRESIDENT REPORT

A motion was made by Don O'Toole, Jr. and seconded by Dr. Valerie Fields to approve a resolution authorizing President/CEO, Alana Cooper, to sign and conduct business activities for Monroe-West Monroe Convention and Visitors Bureau. The motion was carried by a vote of nine (9) in favor and zero (0) against.

ADJOURNMENT

A motion was made by Jordan Guillot and seconded by Kevin Crosby to adjourn the meeting at 5:01 PM. The motion carried by a vote of nine (9) in favor and zero (0) against.

Respectfully Submitted,

Roderick Worthy, Chairperson

Roderick Worthy

Nash Patel, Treasurer

Nash Patel
