

Monroe-West Monroe Convention and Visitors Bureau  
601 Constitution Drive  
West Monroe, Louisiana 71292  
Board of Directors Meeting Minutes  
July 21, 2025

**Date and Place:** The regular meeting of the Monroe-West Monroe Convention and Visitors Bureau was held at the Convention and Visitors Bureau, 601 Constitution Drive, West Monroe, Louisiana 71292 at 4:00 PM, July 21, 2025. Chair, Roderick Worthy presided.

**Roll Call: Present**

Kevin Crosby  
Dr. Angela Crumpton-Lawrence Josh  
Etheridge  
Dr. Valerie Fields  
Jordan Guillot  
Shelly Harrell  
Diane Mulhearn  
Ryan Roark  
Roderick Worthy

**Absent**

Don O'Toole, Jr.  
Nash Patel

**Staff:** Alana Cooper, President/CEO  
Elmer Noah, Board Attorney  
Krystle Ivey, Director of Operations  
Stacy Gibson, Office Coordinator

**Agenda:** Ryan Roark moved, and Kevin Crosby seconded to accept the amended agenda replacing Tourism Development Grant Committee Minutes with Personnel Meeting Minutes for approval on VII.B. 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. Chair Roderick Worthy advised there was no public participation or questions.

**Minutes:** Shelly Harrell moved, and Dr. Angela Crumpton-Lawrence seconded to approve the June 16, 2025, 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 June 30, 2025:

General Funds: \$ 8,952,878.77

Ryan Roark moved, and Dr. Valerie Fields seconded to approve the June 30, 2025, financial reports including the budget to actual comparison. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

**Staff Activities and Travel Plans:** Shelly Harrell moved, and Diane Mulhearn seconded to approve travel plans for July 2025 - October 2025. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

## **Committee Reports:**

### **Tourism Development Committee:**

#### **Outstanding Grants**

1. Kevin Crosby moved, and Ryan Roark seconded to approve final payment of \$3,500.00 for the Louisiana Quarter Horse Association. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.
2. Kevin Crosby moved, and Ryan Roark seconded to approve final payment of \$7,500.00 for the Red, White, and Blue Airshow. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

#### **Return Funds for Bids & Hosting Fees**

1. Kevin Crosby moved, and Dr. Angela Crumpton-Lawrence seconded to return funds for American Youth Table Tennis of \$2,500.00 into Special Promotions. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.
2. Kevin Crosby moved, and Jordan Guillot seconded to return funds for Red River Athletic Conference of \$201.00 into Special Promotions. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.
3. Kevin Crosby moved, and Dr. Valerie Fields seconded to return funds for Beef Masters of \$5,000.00 into Special Promotions. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.
4. Kevin Crosby moved, and Dr. Angela Crumpton-Lawrence seconded to return funds for NCJAA Track & Field of \$50,000.00 into Special Promotions. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.
5. Kevin Crosby moved, and Dr. Angela Crumpton-Lawrence seconded to return funds for USSSA Future All-State Games of \$20,000.00 into Special Promotions. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

#### **Bids: Request for Bids**

1. Kevin Crosby moved, and Dr. Valerie Fields seconded to dedicate up to \$50,000.00 to host the Eastern National Cutting Horse Association in March 2026. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.
2. Kevin Crosby moved, and Jordan Guillot seconded to dedicate up to \$5,000.00 for Santa Gertrudis Junior National Cattle Show in July 2026. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

### **Personnel Committee:**

**Minutes:** Shelly Harrell moved, and Diane Mulhearn seconded to approve the June 16, 2025, Personnel Committee minutes. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

### **Adjournment:**

There being no further discussion, Jordan Guillot moved, and Kevin Crosby seconded to adjourn the meeting at 4:44 PM on July 21, 2025. Motion carried by a vote of nine (9) to zero (0) negative votes.

Roderick Worthy  
Roderick Worthy, Chair

Nash Patel  
Nash Patel, Secretary-Treasurer