

**Monroe-West Monroe Convention and Visitors Bureau  
601 Constitution Drive  
West Monroe, Louisiana 71292  
Board of Directors Meeting  
Minutes  
June 26, 2023**

**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 p.m., June 26, 2023. Chairman Jordan Guillot presided.

**Roll Call:**     **Present**  
Kevin Crosby  
Jordan Guillot  
Don O'Toole, Jr.  
Nash Patel  
Ryan Roark  
Norene Smith  
Roderick Worthy

**Absent**  
Dr. Valerie Fields  
Mickey Merritt  
Sue Nicholson

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

**Agenda:**       Don O'Toole, Jr. moved, and Kevin Crosby seconded to accept the agenda. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

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

**Minutes:**       Norene Smith moved, and Roderick Worthy seconded to approve the May 15, 2023, Board of Directors minutes. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

**Audit Report:** Jay Cuthbert of Johnson, Perry, Roussel and Cuthbert, Certified Public Accountants presented the findings of the Annual Audit for the year ending December 31, 2022. No exceptions were noted.

Kevin Crosby moved, and Roderick Worthy seconded to approve the audit findings. Motion carried by a vote of seven (7) 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 May 31, 2023:

General Funds: \$12,452,104.13

Don O'Toole, Jr. moved, and Kevin Crosby seconded to approve the May 31, 2023, financial reports including the budget to actual comparison. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

**Staff Activities and Travel Plans:** Kevin Crosby moved, and Don O'Toole, Jr. seconded to approve travel plans from July 2023 - September 2023 with one change of July dates for Destination International to July 17-20, 2023, and the addition of Alana Cooper to travel to the event. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

**Committee Reports:**

**Tourism Development Grant Committee Meeting**

The Children's Museum Easter Village requested release of \$2,250.00 which represents the final payment of the \$7,500.00 original grant. All paperwork has been received and is in order.

Kevin Crosby moved, and Norene Smith seconded to release the final payment in the sum of \$2,250.00 to the Northeast Louisiana Children's Museum for Easter Village marketing. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

The Chennault Airshow requested release of \$12,000.00 which represents final payment of the \$12,000.00 original grant.

Kevin Crosby moved, and Norene Smith seconded to release the final payment in the sum of \$12,000.00 subject to receipt of information on the number of tickets sold versus the number of sponsors tickets. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Kevin Crosby moved, and Ryan Roark seconded to move \$7,400.00 from the original Mardi Gras Grant for advertising back to Special Promotions. Motion carried by a vote of seven (7) affirmative votes to zero negative votes.

**Other Business:**

**Chairman and President/CEO Reports:**

Board Committee Assignment List was distributed with new assignments for June 2023 - May 2024.

The next Board of Directors Meeting is changed to July 31, 2023.

**Adjournment:**

There being no further discussion, Kevin Crosby moved, and Don O'Toole, Jr. seconded to adjourn the meeting at 4:48 p.m. Motion carried by a vote of seven (7) affirmative votes to zero negative votes.



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Jordan Guillot, Chairman



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Nash Patel, Secretary-Treasurer