

**Monroe-West Monroe Convention and Visitors Bureau
601 Constitution Drive
West Monroe, Louisiana 71292
Board of Directors Meeting
Minutes
August 15, 2022**

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., August 15, 2022. Chairman Mickey Merritt presided.

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

Absent
Dr. Valerie Fields
Kelle Messer
Sue Nicholson
Nash Patel

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

Visitors: Loryn Kykendall-Ouachita Citizen
Rylee Kramer-KNOE 8 News

Agenda: Don O'Toole, Jr. moved, and Ryan Roark seconded to approve the August 15, 2022, Board Agenda. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Minutes: Roderick Worthy moved, and Don O'Toole, Jr. seconded to approve the July 18, 2022, Board of Directors minutes. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Kevin Crosby moved, and Jordan Guillot seconded to approve the July 18, 2022, Facilities and Product Development minutes. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Ryan Roark moved, and Roderick Worthy seconded to approve the July 15, 2022, Tourism Development Committee minutes. 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 June 30, 2022:

General Funds: \$15,051,826.11

Don O’Toole, Jr. moved, and Norene Smith seconded to approve the July 31, 2022, 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: Jordan Guillot moved, and Roderick Worthy seconded to approve travel plans from August 2022 - November 2022. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Committee Reports:

Tourism Development Grant Committee:

The Committee reviewed the request for payment from the Friends of Chennault for the Red, White, and Blue Airshow in the amount of \$14,979.75 for Final Payment. All paperwork has been received and is in order. Kevin Crosby moved, and Jordan Guillot seconded to approve the final grant payment of \$14,979.75 to Friends of Chennault for the Red, White, and Blue Airshow. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

The Committee received a request from the Friends of Chennault for the Airpark to be granted an extension due to ongoing problems with the contractor. Kevin Crosby moved, and Jordan Guillot seconded to extend the grant date for the Friends of Chennault Airpark to October 31, 2022. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

The Committee reviewed the following grants and recommended to return the remaining dedicated money back to Special Promotions

1. 2022 American Crappie Trail Qualifier	\$1,549.84
2. 2022 Red River Conference	\$2,554.35
3. 2022 USA Softball 10U	\$9,000.00
4. 2021/22 DWMRG	\$ 119.47
5. 2022 Mann Family Charities	<u>\$3,381.22</u>
	\$16,604.88

Kevin Crosby moved, and Jordan Guillot seconded to moved \$16,604.88 back into Special Promotions. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

Other Business

President/CEO Alana Cooper discussed the problem of overbooking on full weekends and solutions.

Chairman and President/CEO Reports

Alana Cooper, President/CEO, proposed to the Board of Directors the following funds be reserved in Bids and Hosting Fees of Special Promotions.

USA Track and Field Region 6 Championships- \$6,000.00 for event. Kevin Crosby moved, and Jordan Guillot seconded to dedicate \$6,000.00 to host the 2023 USA Track & Field Region 6 Championships. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

All American Brahman Breeders Junior Show for 2024 and 2026 - up to \$10,000.00 annually. Don O'Toole, Jr. moved, and Roderick Worthy seconded to dedicate \$10,000.00 annually for the 2024 and 2026 Brahman Junior Shows. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

National Reined Cow Horse Association 1 year bid or 3-year bid. Jordan Guillot moved, and Don O'Toole, Jr. seconded to dedicate up to \$3000.00 if the event is only one year and up to \$4,500.00 annually for a 3-year contracted event. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.

King Kat Fishing Tournament - 2024. Event was introduced to the Board of Directors, but no decision was made on funding.

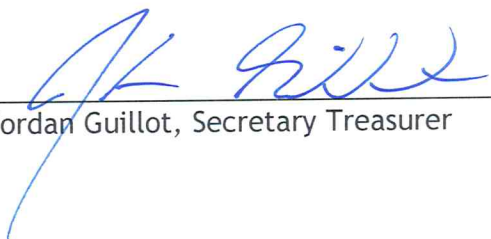
King Kat Tournament Trail 2023. Event was introduced to the Board of Directors, but more information needs to be gathered.

American Crappie Association - Increase the amount to be given by \$4,000.00. Kevin Crosby moved and Don O'Toole, Jr. seconded to approve increasing the amount dedicated to the American Crappie Association by \$4,000.00. Motion carried by a vote of seven (7) 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 5:00 p.m. Motion carried by a vote of seven (7) affirmative votes to zero (0) negative votes.


Mickey Merritt, Chairman


Jordan Guillot, Secretary Treasurer