

**Monroe-West Monroe Convention and Visitors Bureau  
601 Constitution Drive  
West Monroe, Louisiana 71292  
Board of Directors Meeting  
Minutes  
September 20, 2021**

**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., September 20, 2021. The Chairman, Mickey Merritt presided.

**Roll Call: Present**  
Kevin Crosby  
Omar Elgourani  
Mickey Merritt  
Kelle Messer  
Don O'Toole, Jr.  
Ryan Roark  
Norene Smith  
Roderick Worthy

**Absent**  
Jordan Guillot (Excused)  
Sue Nicholson (Excused)  
Nash Patel (Excused)

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

**Agenda:** Kevin Crosby moved, and Roderick Worthy seconded to approve the September 20, 2021, Board Agenda. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

**Minutes:** Norene Smith moved, and Roderick Worthy seconded to approve the August 16, 2021, Board of Directors minutes. Motion carried by a vote of eight (8) 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 August 31, 2021:

General Funds: \$7,918,099.31

Kevin Crosby moved, and Omar Elgourani seconded to approve the August 31, 2021, financial reports including the budget to actual comparison. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

**Staff Activities and Travel Plans:** Kevin Crosby moved, and Norene Smith seconded to approve travel plans from September 2021 through December 2021. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

### **Committees Reports:**

#### **Facilities and Product Development Committee:**

Alana Cooper gave an overview of the Facilities and Product Development Committee meeting. Lincoln Builders of Ruston has been named as the Building Contractor for the Indoor Sports Complex in the CMAR process. The Committee received a report from Alana Cooper concerning the Monroe Tennis Courts construction.

Kevin Crosby moved, and Ryan Roark seconded to dedicate up to \$25,000.00 for Victus to do an economic impact study on additional tennis courts unless we receive a recommendation from the United States Tennis Association for a specialist in tennis studies. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

#### **Tourism Development Grant Committee:**

##### **Downtown West Monroe Revitalization Group - July 2021 Fireworks**

The committee received a request for the payment of \$5,000.00 for the Downtown West Monroe Revitalization Group for July 2021 Fireworks. All paperwork has been received and is in order. The committee also received a request to reduce the final payment for the July 2021 General Advertising for Fireworks by the sum of \$187.50. Paperwork has been received and is in order.

Kevin Crosby moved, and Ryan Roark seconded to release the final payment of the Downtown West Monroe Revitalization Group July 2021 Fireworks to the sum of \$4,812.50 to reflect the reduced amount spent in advertising as part of their overall grants. The motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Kevin Crosby moved, and Ryan Roark seconded to move the remaining balance of \$1,250.00 for General Advertising for Fireworks 2021 back into special promotions. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

The committee reviewed the following dedicated grants to be returned to Special Promotions.  
2020 BMX Cajun Nationals - \$13,500.00 return due to cancellation of the Cajun Nationals  
2020 Crappie Masters National - \$11,303.50 return due to the cancellation of the Crappie Masters National for 2020

Kevin Crosby moved, and Roderick Worthy seconded to move a total of \$24,803.50 from the 2020 BMX Cajun Nationals at \$13,500 and the 2020 Crappie Masters National at \$11,303.50 back to Special Promotions. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

Alana Cooper, President and CEO requested monies be dedicated to the Red River Athletic Conference bid to host the Baseball Championship.

Kevin Crosby moved, and Roderick Worthy seconded to dedicate up to \$8,000.00 for each year of the three-year commitment for the Red River Athletic Conference Baseball if awarded the bid. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

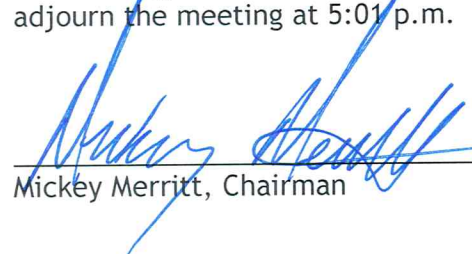
**Other Business:**

Alana Cooper, President and CEO discussed bidding for the Eastern Nationals of the National Cutting Horse Association.

Ryan Roark moved, and Kevin Crosby seconded to sponsor the National Cutting Horse Association Eastern Nationals Championship for the next three years at \$28,000 then increasing up to \$50,000 for the following two years. Motion carried by a vote of eight (8) affirmative votes to zero (0) negative votes.

**Adjournment:**

There being no further discussion, Kelle Messer moved, and Don O'Toole, Jr. seconded to adjourn the meeting at 5:01 p.m.

  
Mickey Merritt, Chairman

  
Jordan Guillot, Secretary Treasurer