

Monroe-West Monroe Convention and Visitors Bureau

601 Constitution Drive, West Monroe, Louisiana 71292

Board of Directors Meeting

November 17, 2025

CALL TO ORDER

The regular meeting of the Monroe-West Monroe Convention and Visitors' Bureau Board of Directors was called to order at 4:00 PM by Chairperson Roderick Worthy.

ROLL CALL AND ATTENDANCE

The following members were present, constituting a quorum:

- Kevin Crosby
- Dr. Angela Crumpton-Lawrence
- Dr. Valerie Fields
- Jordan Guillot
- Shelly Harrell
- Diane Mulhearn
- Don O'Toole, Jr.
- Ryan Roark
- Roderick Worthy

Members Absent: Josh Etheridge and Nash Patel

Others in Attendance: Alana Cooper (President/CEO), Elmer Noah (Board Attorney), Krystle Ivey (Director of Operations), Stacy Gibson (Office Coordinator), and Sabrina McKinney (Destination Development Specialist)

APPROVAL OF AGENDA

A motion was made by Don O'Toole, Jr. and seconded by Dr. Angela Crumpton-Lawrence to approve the agenda. 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 Kevin Crosby and seconded by Dr. Valerie Fields to approve the minutes from the regular Board of Directors meeting held on October 20, 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 October 31, 2025, was \$9,178,991.32.

A motion was made by Don O'Toole, Jr. and seconded by Ryan Roark to approve the October 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.

STAFF TRAVEL PLANS

A motion was made by Kevin Crosby and seconded by Dr. Valerie Fields to approve staff travel plans for November 2025 through February 2026. The motion was carried by a vote of nine (9) in favor and zero (0) against.

COMMITTEE REPORTS AND ACTIONS

Budget & Marketing Committee:

A motion was made by Dr. Valerie Fields and seconded by Kevin Crosby to approve the 2025 Revised Budget and the 2026 Requested Budget Schedules as presented. 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 Ryan Roark to commit up to \$80,000.00 to host the Dixie Boys Baseball 70th World Series in July 2026. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

A motion was made by Don O'Toole, Jr. and seconded by Ryan Roark to commit \$20,000.00 for a bid to host the National Collegiate Table Tennis National Championship in April 2027. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

A motion was made by Don O'Toole, Jr. and seconded by Jordan Guillot to commit \$70,000.00 for a bid to host the USA Boxing National Open in September 2027. Motion carried by a vote of nine (9) affirmative votes to zero (0) negative votes.

Facilities & Product Development Committee:

A motion was made by Kevin Crosby and seconded by Shelly Harrell to approve final payment of \$327,240.83 to the City of Monroe for Forsythe Tennis Courts. The motion was carried by a vote of nine (9) in favor and zero (0) against.

Personnel Committee:

A motion was made by Dr. Valerie Fields and seconded by Dr. Angela Crumpton-Lawrence to approve updates on job descriptions from the Personnel Committee Meeting held on October 14, 2025. The motion was carried by a vote of nine (9) in favor and zero (0) against.

PRESIDENT REPORT

President/CEO Alana Cooper reminded the Board of Directors that the Ethics Trainings must be completed by December 31, 2025.

ADJOURNMENT

A motion was made by Kevin Crosby and seconded by Jordan Guillot to adjourn the meeting at 4:41 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