Monroe-West Monroe Convention and Visitors Bureau

601 Constitution Drive, West Monroe, Louisiana 71292
Board of Directors Meeting
October 19, 2026

CALL TO ORDER

The regular meeting of the Monroe-West Monroe Convention and Visitors' Bureau Board of Directors was called to order at 4:03 PM by Chairperson Don O'Toole, Jr.

ROLL CALL AND ATTENDANCE

The following members were present, constituting a quorum:

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

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

APPROVAL OF AGENDA

A motion was made by Don O'Toole, Jr., and seconded by Kevin Crosby to approve the agenda. The motion carried by a vote of ten (10) in favor and zero (0) against.

PUBLIC COMMENTS

Chairperson Don O'Toole, Jr. opened the floor for public comments. No members of the public were present for comment.

APPROVAL OF MINUTES

A motion was made by Shelly Harrell and seconded by Nash Patel to approve the minutes from the regular Board of Directors meeting held on September 21, 2026. The motion was carried by a vote of ten (10) in favor and zero (0) against.

TREASURERS REPORT

The board reviewed the Treasurer's Report, including itemized deposits and disbursements. The General Funds balance as of September 30, 2026, was $13,581,691.83.

A motion was made by Jordan Guillot and seconded by Dr. Angela Crumpton-Lawrence to approve the September 30, 2026, financial reports, including the budget-to-actual comparison. The motion was carried by a vote of ten (10) in favor and zero (0) against.

STAFF TRAVEL PLANS

A motion was made by Roderick Worthy and seconded by Kevin Crosby to approve staff travel plans for October 2026 through December 2026. The motion was carried by a vote of ten (10) in favor and zero (0) against.

COMMITTEE REPORTS AND ACTIONS

Budget & Marketing Committee:

The Budget & Marketing Committee presented the 2026 Revised Budget and the 2027 Requested Budget Schedules for review and action to be taken at the next meeting.

A motion was made by Ryan Roark and seconded by Roderick Worthy to approve the minutes from the Budget & Marketing Committee Meeting held on October 15, 2026. The motion was carried by a vote of ten (10) in favor and zero (0) against.

Finance Committee:

A motion was made by Ryan Roark and seconded by Kevin Crosby to approve the Debt Management Policy as presented. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

A motion was made by Ryan Roark and seconded by Nash Patel to adjust the operating checking account balance maintenance level to $500,000.00. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

A motion was made by Shelly Harrell and seconded by Dr. Valerie Fields to approve the minutes from the Finance Committee Meeting with corrections held on October 16, 2026. The motion was carried by a vote of ten (10) in favor and zero (0) against.

Personnel Committee:

A motion was made by Dr. Valerie Fields and seconded by Dr. Angela Crumpon-Lawrence to update the job description for Public Relations & Media Coordinator and Sports Tourism Sales Coordinator as presented. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

A motion was made by Dr. Valerie Fields and seconded by Dr. Angela Crumpton-Lawrence to accept the personnel budget as presented. Motion carried by a vote of ten (10) affirmative votes to zero (0) negative votes.

OTHER BUSINESS

A motion was made by Jordan Guillot and seconded by Shelly Harrell to retain Johnson, Perry, Roussel & Cuthbert, LLP as auditor for the 2026 fiscal year. The motion was carried by a vote of ten (10) in favor and zero (0) against.

ADJOURNMENT

A motion was made by Ryan Roark and seconded by Jordan Guillot to adjourn the meeting at 4:49 PM. The motion carried by a vote of ten (10) in favor and zero (0) against.

Respectfully Submitted,

Don O'Toole, Jr.
Don O'Toole, Jr., Chairperson

Shelly Harrell
Shelly Harrell, Treasurer