Monroe-West Monroe Convention and Visitors Bureau

601 Constitution Drive, West Monroe, Louisiana 71292
Board of Directors Meeting
September 21, 2026

CALL TO ORDER

The regular meeting of the Monroe-West Monroe Convention and Visitors' Bureau Board of Directors was called to order at 4:04 PM by Chairperson Don O'Toole, Jr.

ROLL CALL AND ATTENDANCE

The following members were present, constituting a quorum:

- Kevin Crosby
- Josh Etheridge
- Jordan Guillot
- Shelly Harrell
- Don O'Toole, Jr.
- Nash Patel
- Ryan Roark
- Roderick Worthy

Members Absent: Dr. Angela Crumpton-Lawrence and Dr. Valerie Fields

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 Kevin Crosby and seconded by Roderick Worthy to approve the agenda. The motion carried by a vote of eight (8) 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 of the regular Board of Directors meeting held on August 17, 2026. The motion was carried by a vote of eight (8) 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 August 31, 2026, was $13,394,220.62.

A motion was made by Jordan Guillot and seconded by Ryan Roark to approve the August 31, 2026, financial reports, including the budget-to-actual comparison. The motion was carried by a vote of eight (8) in favor and zero (0) against.

COMMITTEE REPORTS:

Tourism Development/Grants Committee:

- A motion was made by Kevin Crosby and seconded by Ryan Roark to return $800.00 for Santa Gertrudis Cattle Show to Special Promotions. The motion carried by a vote of eight (8) in favor and zero (0) against.
- A motion was made by Kevin Crosby and seconded by Ryan Roark to approve a payment request for Beefmasters in the amount of $5,000.00 to the Ike Hamilton Expo. The motion carried by a vote of eight (8) in favor and zero (0) against.
- A motion was made by Kevin Crosby and seconded by Nash Patel to approve funding in the amount of $30,000.00 to the Southwest Regional Ballet Festival for March 2027. The motion carried by a vote of eight (8) in favor and zero (0) against.

COMMITTEE MINUTES:

A motion was made by Shelly Harrell and seconded by Josh Etheridge to approve the Tourism Development Committee Minutes held on September 2, 2026 with noted correction of date. The motion was carried by a vote of eight (8) in favor and zero (0) against.

ADJOURNMENT

A motion was made by Shelly Harrell and seconded by Jordan Guillot to adjourn the meeting at 4:54 PM. The motion was carried by a vote of eight (8) in favor and zero (0) against.

Respectfully Submitted,

Don O'Toole, Jr.

Don O'Toole, Jr., Chairperson

Shelly Harrell

Shelly Harrell, Treasurer