

**Monroe-West Monroe  
Convention and Visitors Bureau  
Board of Directors Meeting**

**Minutes  
July 16, 2018**

**Date and Place:** The regular meeting of the Convention and Visitors Bureau was held at the Convention and Visitors Bureau on July 16, 2018, at 4:00 p.p. The Chairwoman, Sammy Gordy, presided.

**Roll Call:**        **Present**

|                |                |
|----------------|----------------|
| Kevin Crosby   | Sammy Gordy    |
| Jordan Guillot | Mickey Merritt |
| Ryan Roark     | Norene Smith   |

**Absent**

|                          |                         |
|--------------------------|-------------------------|
| Omar Elgourani (excused) | Sue Nicholson (excused) |
| Nash Patel (excused)     |                         |

**Staff:**            Alana Cooper, President/CEO  
                 Sylvia Bullard, Finance Manager  
                 Scott Bruscato, Vice President of Sales

**Guests:**        EORD #1 Staff and Board Members  
                 Don O'Toole, Jr.

**Agenda:** Mickey Merritt moved and seconded by Ryan Roark to approve the July 16, 2018 board meeting agenda. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

**East Ouachita Recreation District No. 1** – Mr. Brian McGuire updated the board on the weekly progress of the East Ouachita Recreation District No. 1 Sports' Complex.

**Minutes:** Mickey Merritt moved and seconded by Norene Smith to approve the minutes of the June 18, 2018 board meeting minutes as read. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

**Audit Report:** Jay Cuthbert with the firm of Johnson, Perry, Roussel & Cuthbert, Certified Public Accountant, present the audit report for the year ending December 31, 2017. He stated that the Convention and Visitors Bureau year ended with a fund balance of \$9,627,335.00 with a net change of 608,469.00 over 2016.

Kevin Crosby moved and seconded by Jordan Guillot to accept the December 31, 2017 audit report as presented by Jay Cuthbert, with Johnson, Perry, Roussel & Cuthbert, Certified Public Accountant. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

**Treasurer Report:** The board members reviewed the itemized deposits and disbursements showing the following balance on hands as of June 30, 2018.

|                      |                       |
|----------------------|-----------------------|
| <b>General Funds</b> | <b>\$8,584,064.13</b> |
|----------------------|-----------------------|

Kevin Crosby moved and seconded by Ryan Roark to approve the May 31, 2018 financial reports as presented. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

Report filed for audit.

**Travel Plans:** Mickey Merritt moved and seconded by Ryan Roark to approve the additional travel plans for July through September 2018. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

### Committee Reports:

**The Tourism Development reviewed four (4) request for final payment.**

1. The Twin City Ballet Company requested final payment in the amount of \$7,000.00 for 2017-2018 Season Performances.

Moved by Ryan Roark and seconded by Norene Smith to approve the final payment to the Twin City Ballet Company in the amount of \$7,000.00. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

2. The Twin Cities' Krewe of Janus requested final payment in the amount of \$28,000.00 dedicated for the 2018 Mardi Gras. The funds of \$10,000.00 dedicated for bands and \$18,000.00 for repairs to floats.

It was moved by Ryan Roark and seconded by Mickey Merritt to postpone the payment of \$28,000.00 until other information has been received. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

3. The Louisiana Purchase Gardens and Zoological Society requested final payment in the amount of \$37,500.00 for the purchase of a Locomotive and two (2) passenger cars.

Moved by Ryan Roark and seconded by Mickey Merritt to approve the payment in the amount of \$37,500.00. Requested to hold check and present it to them at the grand reveal and ribbon cutting on July 28<sup>th</sup>, 2018. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

4. The Cotton Land Cluster Dog Show requested final payment of \$1,750.00 for the 2018 Dog Show held at the Monroe Civic Center.

Moved by Ryan Roark and seconded by Norene Smith to approve the final payment to the Cotton Land Cluster Dog Show in the amount of \$1,750.00. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

### **The Tourism Development Grant Committee reviewed two (2) request for an extension**

1. The Northeast Louisiana Soccer Association requested an extension to use dedicated in the amount of \$54,000.00 for paving parking lot.

Kevin Crosby moved and seconded by Jordan Guillot to hold off on granting an extension to the NELSA until a schedule of work is submitted to the committee. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

2. The Chennault Aviation & Military Museum requested a one (1) year extension for the \$150,000.00 for a match on a grant applied for from the EDA for an Aviation Park at the Chennault Museum.

It was moved by Kevin Crosby and seconded by Jordan Guillot to approve the one (1) year extension in the amount of \$150,000.00 to the Chennault Aviation & Military Museum for the Aviation Park. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

### **Funds returned to Special Promotion**

Ike Hamilton Expo in the amount of \$40,600.00

BMX Cajun in the amount of \$1,250.00

Krewe of Janus advertising funds of \$1,134.00

Moved by Ryan Roark and seconded by Mickey Merritt to return the dedicated funds for the BMX Cajun National, Ike Hamilton Expo Center and the Krewe of Janus advertising funds in the amount of \$42,984.00 back to the Special Promotion budget. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

### July 10, 2018 Grant applications

The Tourism Development Grant Committee received seven (7) Events, Festivals and Marketing grant application totaling \$105,000.00 and seven (7) Capital Improvement Projects grant applications totaling \$567,221.00 for the July 10, 2018 grant period.

After reviewing the applications, the committee made the following recommendations for funding.

#### Tourism Development Grant Applications Events, Festivals, Marketing

| Organization   | Requested        | Recommended     |
|--|------------------|-----------------|
| 1. Monroe Distance Classic<br>Advertising outside of region<br>Facebook and digital          | 20,00.00         | 5,000.00        |
| 2. Krewe of Janus<br>2019 Bands for Parade   | 25,000.00        | 10,000.00       |
| 3. Southern Nationals<br>Rental of the Ike Hamilton Expo                                     | 7,500.00         | 7,000.00        |
| 4. Louisiana Quarter Horse Assn.<br>Advertising & Promotion<br>Sugar Bowl Extravaganza 12/18 | 6,000.00         | 6,000.00        |
| 5. N/E La Children's Museum<br>Advertising/Santa's Christmas                                 | 31,000.00        | 5,000.00        |
| 6. Cooley House<br>Advertising/Mid Century Modern<br>Architectural Tour                      | 500.00           | 500.00          |
| 7. Twin City Ballet Company<br>Promotion of the 2018-2019 Season                             | <u>15,000.00</u> | <u>7,500.00</u> |
|  | \$105,000.00     | \$41,000.00     |

Ryan Roark moved and seconded by Kevin Crosby to approve the July 10, 2018 grant applications as presented for Events, Festivals, or Marketing as presented in the amount of \$41,000.00. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

**Tourism Development Grant Applications  
Capital Improvement Projects**

| <b>Organizations</b>  | <b>Requested</b> | <b>Recommended</b> |
|---|------------------|--------------------|
| 1. City of Monroe<br>Downtown Christmas Decorations                                 | 18,404.00        | 0.00               |
| 2. City of Monroe<br>Resurface of Forsythe (6) Tennis Courts<br>With matching funds | 31,927.00        | 20,000.00          |
| 3. Monroe Downtown Economic<br>Desiard Street Speakers                              | 19,240.00        | 0.00               |
| 4. Downtown Arts Alliance<br>"Heron on the Bayou"                                   | 20,000.00        | 20,000.00          |
| 5. Ouachita Green<br>Hwy 165 North Beautification Project                           | 47,650.00        | 0.00               |
| 6. University of Louisiana @ Monroe<br>Paving of University Park Parking Lot        | 400,000.00       | 0.00               |
| 7. Friends of Black Bayou<br>Live Alligator Habitat Exhibit                         | <u>30,000.00</u> | <u>30,000.00</u>   |
|   | \$567,221.00     | \$70,000.00        |

Ryan Roark moved and seconded by Mickey Merritt to approve the July 10, 2018 grant applications as presented for Capital Improvement Projects as presented in the amount of \$70,000.00. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

**EORD No.1** – The board members discussed the report given by EORD No.1 on the progress and completion of the Sports' Complex. After the discussion the board made the following motion.

Moved by Kevin Crosby and seconded by Mickey Merritt to extend the deadline for the completion of the EORD No.1 Sports' Complex to December 31, 2018. All fields need to be playable and tournament ready along with the parking ready. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

**President/CEO Report:**

Alana Cooper reported that the Louisiana Office of Tourism asked if she will sponsor Nell Calloway with the Chennault Aviation Military Museum to go on a Sales Mission to China with the State. She reported that the cost will be between \$5,500.00 up to \$7,000.00.

Norene Smith moved and seconded by Ryan Roark to sponsor Nell Calloway with the Chennault Aviation and Military Museum to go on a Sales Mission with the Louisiana Office of Tourism to China. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

Adjournment: There being no further business, Mickey Merritt moved and seconded by Ryan Roark to adjourn at 6:20 p.m. Motion carried by a vote of six (6) affirmative votes to zero (0) negative votes.

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Sammy Gordy, Chairwoman

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Mickey Merritt, Secretary/Treasurer