

WEST BATON ROUGE CONVENTION & VISITORS BUREAU
REGULAR BOARD MEETING OCTOBER 18, 2023, NOON
CINCLARE ROOM
PORT ALLEN, LA 70767

The regular Board Meeting of the West Baton Rouge Convention & Visitors Bureau was held on Wednesday, October 18, 2023.

Board Members Present: Garry Hubble, Ash Patel, Adrian Genre, Barry Brewer, Gary Joseph
Board Members Absent: Andrea Normand, Sandra Hughes, Jason Hammack
Staff Members Present: Kathy Gautreau, Lois Webre, Tonya Elson
Staff Members Absent: Victoria Hughes
Guest: None

With a quorum declared, Chairman Garry Hubble called the meeting to order at 12:00 pm.

Public Comments: None

Minutes: Motion: by Barry Brewer, seconded by Ash Patel to approve the Board Meeting Minutes of September 13, 2023. Motion passed.

COMMITTEE REPORTS:

Barry presented the Treasurer Report for September 2023.

Motion: by Adrian Genre' seconded by Gary Joseph to approve the Treasurer Report for September 2023. Motion passed.

Kathy presented the Budget vs Actual Report for September 2023.

Motion: by Adrian Genre' seconded by Gary Joseph to approve the Budget vs Actual Report for September 2023. Motion passed.

Kathy presented the 2024 Budget.

Motion: by Barry Brewer, seconded by Adrian Genre' to accept the 2024 WBRCVB Budget. Motion passed.

Personnel: None

Planning & Development: Kathy discussed the meeting with CD&C and the proposal submitted for monitoring service. The Board would like to receive proposals for Options 2 and 3 presented by Terracon before rendering a decision.

Marketing & Advertising: Kathy presented the Executive Directors Report and discussed the rebranding proposals.

Motion: by Adrian Genre', seconded by Gary Joseph to accept the rebranding proposal from Graham Group. Motion passed.

Special Projects & Events/Film Commission: Lois discussed social media numbers for the month of September, preparations/advertising underway for Veterans Parade, and Jingle Jeepin' Parade & Market.

Conference Center Report: Tonya discussed Conference Center Report numbers, marketing, and advertising.

Old Business: Kathy discussed Brusly Christmas event.

New Business: Gary Joseph discussed the 2024 Black History Parade and WBRCVB Sponsorship opportunity.

Ash Patel discussed the WBR Parish Council Ordinance amending Chapter 50, Article VI, Section 50-130 & Chapter 58, Article V, Sec 58-130 and 131.

Motion: by Barry Brewer, seconded by Ash Patel to submit a formal letter from the WBRCVB Board to the WBR Parish Council regarding language changes/amendments proposed for said Ordinance. The WBRCVB Board would like to delay the ordinance vote and request formal meetings with WBR Parish Council regarding Ordinance changes. Motion passed.

Motion: by Gary Joseph, seconded by Adrian Genre' to adjourn at 12:56 pm.
Motion passed.

Respectfully submitted,
Lois Webre