

WEST BATON ROUGE CONVENTION & VISITORS BUREAU
REGULAR BOARD MEETING APRIL 17, 2024, NOON
CINCLARE ROOM
PORT ALLEN, LA 70767

The regular Board Meeting of the West Baton Rouge Convention & Visitors Bureau was held on Wednesday, April 17, 2024.

Board Members Present: Garry Hubble, Ash Patel, Adrian Genre, Virginia Gilpin, Jason Hammack
Board Members Absent: Kenneth Gordon, Sandra Hughes, Andrea Normand
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 12:12 pm.

Public Comments: None

Minutes: **Motion:** by Adrian Genre', seconded by Ash Patel to approve the Board Meeting Minutes of March 13, 2024. Motion passed.

COMMITTEE REPORTS:

Finance Jason Hammack presented the Treasurer Report for March 2024.

Motion: by Jason Hammack, seconded by Adrian Genre' to approve the Treasurer Report for March 2024. Motion passed.

Kathy presented the Budget vs Actual Report for March 2024.

Motion: by Garry Hubble, seconded by Adrian Genre to approve the Louisiana Compliance Questionnaire for Audit Engagements. Motion passed.

Personnel: Nothing to report

Planning & Development: Kathy discussed updates on the beautification project for the 415 Exit, and the light repair process for the lights on Frontage Road

Motion: by Jason Hammack, seconded by Ash Patel to accept the quote for additional concrete expansion by Knighten Construction LLC. Motion passed.

Marketing & Advertising: Kathy presented the Executive Directors Report, discussed logo designs, and the advertising done for Jacks Place.

Kenneth Gordon arrived at 12:45

Special Projects & Events/Film Commission: Lois discussed social media numbers for the month of March and updates on Kite Fest.

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

Old Business: None

New Business: The Borad welcomed new member Kenneth Gordon. Kathy discussed the approval process by the WBR Parish Council to assign Emily Courtade to the WBRCVB Board to represent the Small Business Council.

Kenneth Gordon discussed sponsorship for Family Day in the Park. Kathy will look at advertising opportunities available for this event.

Motion: By Ash Patel, seconded by Jason Hammack to adjourn at 1:07 pm.
Motion passed.

Respectfully submitted,
Lois Webre