

WEST BATON ROUGE CONVENTION & VISITORS BUREAU
REGULAR BOARD MEETING AUGUST 14, 2024 NOON
CINCLARE ROOM
PORT ALLEN, LA 70767

The regular Board Meeting of the West Baton Rouge Convention & Visitors Bureau was held on Wednesday, August 14, 2024.

Board Members Present: Adrian Genre', Garry Hubble, Jason Hammack, Kenneth Gordon, Virginia Gilpin, Andrea Normand, Emily Courtade

Board Members Absent: Ash Patel, Sandra Hughes

Staff Members Present: Kathy Gautreau, Lois Webre, Tonya Elson

Staff Members Absent: Victoria Hughes

Guest: Staci Joffrion, Baxley and Associates

With a quorum declared, Chairman Garry Hubble called the meeting to order at 12:05 pm.

Public Comments: None

Minutes: **Motion:** by Andrian Genre', seconded by Jason Hammack to accept the June 19, 2024 minutes.

Motion passed.

COMMITTEE REPORTS:

Finance: Staci Joffrion presented the 2023 Audit Report to the Board.

Because of Internet and Printing issues which did not allow for the corrected Financial Reports to be printed, the Board decided to table the approval of the Financial Reports for June and July 2024 until the next Board meeting.

Kathy presented the Budget vs Actual Report for June-July 2024.

Personnel: Kathy reported on personnel changes.

Planning & Development: Lois updated the Board on the new digital sign and completed concrete work. Kathy gave an update on Terracon and building repairs needed.

Marketing & Advertising: Kathy presented the Executive Directors Report. She discussed the One Tank Trips video segments with WWL that was presented to her. The Board asks that she gets a written proposal from WWL and present it to them at the next Board meeting.

Special Projects & Events/Film Commission: Lois discussed social media numbers for the month of June and July, update on Oldies But Goodies Fest/BBQ Cook-Off, new electrical outlets installed and meeting with fence company.

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

Old Business: Nothing to report

New Business: Kathy discussed the co-operative endeavor agreement request made by Mayor Lee to install restrooms on the WBRCVB levee front property.

Motion: by Adrian Genre', seconded by Jason Hammack to deny the co-operative endeavor agreement with the City of Port Allen regarding the building of restrooms on the WBRCVB levee property.

Garry Hubble: Yes

Andrea Normand: Yes

Adrian Genre: Yes

Jason Hammack: Yes

Virginia Gilpin: Yes

Kenneth Gordon: Yes

Emily Courtade: Yes

Motion passed.

Motion: by Jason Hammack, seconded by Andrea Normand to adjourn at 1:02 pm.

Motion passed.

Respectfully submitted,
Lois Webre