

WEST BATON ROUGE CONVENTION & VISITORS BUREAU

REGULAR BOARD MEETING JANUARY 10, 2024, NOON

THREE COMBINED ROOMS

PORT ALLEN, LA 70767

The regular Board Meeting of the West Baton Rouge Convention & Visitors Bureau was held on Wednesday, January 10, 2024.

Board Members Present: Garry Hubble, Ash Patel, Adrian Genre, Sandra Hughes, Jason Hammack, Andrea Normand, Virginia Gilpin

Board Members Absent: None

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

Staff Members Absent: None

Guest: Emily Courtade

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

Public Comments: Emily Courtade owner of the Style Bar in Brusly was invited by Jason Hammack to attend the Board Meeting to observe and potentially fill a spot on the WBRCVB Board to represent the Small Business Council of West Baton Rouge.

Minutes: **Motion:** by Sandra Hughes, seconded by Ash Patel to approve the Board Meeting Minutes of December 12, 2023. Motion passed.

COMMITTEE REPORTS:

FINANCE Jason Hammack presented the Treasurer Report for December 2023.

Motion: by Adrian Genre' seconded by Jason Hammack to approve the Treasurer Report for December 2023. Motion passed.

Kathy presented the Budget vs Actual Report for December 2023.

Personnel: Kathy discussed ending WBRCVB's contract with Southern HR Company since they are no longer needed.

Planning & Development: Kathy discussed being in contact with someone regarding the Beautification of Exit #151, and contacting Entergy regarding installation of streetlights on Frontage Road. The Board authorized Kathy to get pricing on a new digital sign.

Marketing & Advertising: Kathy presented the Executive Directors Report, and discussed examples received from Graham Group regarding the new logo designs.

Special Projects & Events/Film Commission: Lois discussed social media numbers for the month of December, completion of Entergy Grant for Kite Fest, and advertising for Kite Fest 2024.

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

Old Business: None

New Business: The WBRCVB Board introduced themselves to our newest member Virginia Gilpin.

Motion: By Ash Patel, seconded by Sandra Hughes to adjourn at 12:34 pm.
Motion passed.

Respectfully submitted,
Victoria Hughes