WEST BATON ROUGE CONVENTION & VISITORS BUREAU

REGULAR BOARD MEETING MARCH 13, 2024, NOON

CINCLARE ROOM

PORT ALLEN, LA 70767

The regular Board Meeting of the West Baton Rouge Convention & Visitors Bureau was held on Wednesday, March 13, 2024.

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

Board Members Absent: Kenneth Gordon

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 12:08 pm.

**Public Comments:**  None

**Minutes**: **Motion:** by Adrian Genre’, seconded by Sandra Hughes to approve the Board Meeting Minutes of January 10, 2024. Motion passed.

**COMMITTEE REPORTS:**

**Personnel:** Kathy discussed switching to a new medical insurance.

**Planning & Development:** Kathy discussed updates on the beautification project for the 415 Exit, speaking with Entergy to start the repairing process for the lights on Frontage Road, and receiving quotes for concrete work to be done on the property to have more parking space available for events.

Jason Hammack arrived at 12:19 pm.

**Finance** Jason Hammack presented the Treasurer Report for January & February 2024.

**Motion:** by Sandra Hughes seconded by Adrian Genre’ to approve the Treasurer Report for January 2024. Motion passed.

**Motion:** by Adrian Genre’, seconded by Ash Patel to approve the Treasurer Report for February 2024. Motion passed.

Kathy presented the Budget vs Actual Report for January & February 2024.

**Marketing & Advertising**: Kathy presented the Executive Directors Report, receiving new logo designs, and discussed possibly being a sponsor for Jack’s Place for celebrating 100 years in service.

Andrea Normand presented the idea of working with local high schools to have a competition for the best WBRCVB Logo in return for a scholarship.

After further discussion the WBRCVB Board has agreed to work with Jack’s Place for an advertising campaign for the amount of $2500.

**Motion:** By Adrian Genre’, seconded by Jason Hammack to approve the $2500 advertisement package for the sponsorship of Jack’s Place 100th anniversary. Motion passed.

**Special Projects & Events/Film Commission**: Lois discussed social media numbers for the month of January and February, receiving sponsorships for Kite Fest, and advertising done for the festival as well.

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

**Old Business**: None

**New Business**: Kathy discussed waiting to receive a conformation letter from the WBR Parish Council to assign Emily Courtade to the WBRCVB Board to represent the Small Business Council.

**Motion**: By Adrian Genre’, seconded by Ash Patel to adjourn at 1:00 pm.

Motion passed.

Respectfully submitted,

Victoria Hughes