

WEST BATON ROUGE CONVENTION & VISITORS BUREAU

REGULAR BOARD MEETING MAY 15, 2024, NOON

CINCLARE ROOM

PORT ALLEN, LA 70767

The regular Board Meeting of the West Baton Rouge Convention & Visitors Bureau was held on Wednesday, May 15, 2024.

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

Board Members Absent: Ash Patel, Adrian Genre', Sandra Hughes

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

Staff Members Absent: None

Guest: Wynne Waltman

Jason Hammack called the meeting to order at 12:05pm, no quorum declared.

Public Comments: Wynne Waltman from Graham Group presented new logo designs. The Board chose a design style but asked Wynne to redo the font.

Garry Hubble arrived at 12:14 pm.

With a quorum declared, Treasurer Jason Hammack declared the meeting to order at 12:18 pm.

Minutes: **Motion:** by Kenneth Gordon, seconded by Andrea Normand to approve the Board Meeting Minutes of April 17, 2024. Motion passed.

COMMITTEE REPORTS:

Finance Jason Hammack presented the Treasurer Report for April 2024.

Motion: by Virginia Gilpin, seconded by Garry Hubble to approve the Treasurer Report for April 2024. Motion passed.

Kathy presented the Budget vs Actual Report for April 2024.

Personnel: Nothing to report

Planning & Development: Kathy discussed updates on the beautification project for the 415 Exit, and confirming the concrete work that will be done in time for Oldies Fest.

Marketing & Advertising: Kathy presented the Executive Directors Report and met with Jason Cicalla with Watchfire regarding new LED sign.

Special Projects & Events/Film Commission: Lois discussed social media numbers for the month of April, Kite Fest turnout with record-breaking crowds, preparations for Oldies Fest, and submitting the final report for the CMP Grant.

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

Old Business: Nothing to report.

New Business: Kathy discussed receiving Emily Courtade's referral letter from WBR Parish Council to be assigned on the WBRCVB Board to represent the Small Business Council.

Motion: By Garry Hubble, seconded by Kenneth Gordon to accept Emily Courtade on the WBR CVB Board. Motion passed.

Motion: By Garry Hubble, seconded by Kenneth Gordan to accept the WBRCVB Resolution agreement authorizing Kathryn Gautreau, Executive Director to sign contracts on behalf of the WBRCVB for all contractual obligations with the Louisiana Office of Tourism. Motion passed.

Motion: By Garry Hubble, seconded by Virginia Gilpin to adjourn at 12:45 pm.
Motion passed.

Respectfully submitted,
Victoria Hughes