WEST BATON ROUGE CONVENTION & VISITORS BUREAU

REGULAR BOARD MEETING SEPTEMBER 13, 2023, NOON

COMBINED ROOMS

PORT ALLEN, LA 70767

The regular Board Meeting of the West Baton Rouge Convention & Visitors Bureau was held on Wednesday, September 13, 2023.

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

Board Members Absent: Gary Joseph

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 12:04 pm.

**Public Comments:** None

**Minutes**: **Motion:** by Ash Patel, seconded by Adrian Genre’ to approve the Board Meeting Minutes of August 9, 2023. Motion passed.

**COMMITTEE REPORTS:**

**Motion:** by Ash Patel, seconded by Adrian Genre’ to table the Finance Report for August 2023 until figures in question can be checked. Motion passed.

Kathy presented the Budget vs Actual Report for the month of August 2023.

**Personnel:** None

**Planning & Development:** Kathy presented the Terracon Report. The Board recommended Kathy to get pricing for Option 2 and 3 and to get pricing on the Monitoring options.

**Marketing & Advertising**: Kathy presented the Executive Directors Report and discussed the rebranding proposals. The Board has narrowed the search down to two of the three company proposals received and requested more information from the remaining two proposals.

**Special Projects & Events/Film Commission**: Lois discussed social media numbers for the month of August, filming in West Baton Rouge in August, Oldies But Goodies Fest, preparations/advertising underway for Veterans Parade, and Jingle Jeepin’ Parade & Market.

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

**Old Business**: None.

**New Business**: Adrian discussed the 415 connector to be fully funded with construction to begin mid to late 2024.

**Motion**: by Barry Brewer, seconded by Adrian Genre’ to adjourn at 12:44 pm.

Motion passed.

Respectfully submitted,

Lois Webre