WEST BATON ROUGE CONVENTION & VISITORS BUREAU

REGULAR BOARD MEETING NOVEMBER 9, 2023, NOON

CINCLARE ROOM

PORT ALLEN, LA 70767

The regular Board Meeting of the West Baton Rouge Convention & Visitors Bureau was held on Thursday, November 9, 2023.

Board Members Present: Ash Patel, Barry Brewer, Jason Hammack, Sandra Hughes, Andrea Normand

Board Members Absent: Garry Hubble, Adrian Genre’

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

Staff Members Absent: Victoria Hughes

Guest: None

With a quorum declared, Vice Chairman Ash Patel called the meeting to order at 12:05 pm.

**Public Comments:** None

**Minutes**: **Motion:** by Jason Hammack, seconded by Sandra Hughes to approve the Board Meeting Minutes of October 18, 2023. Motion passed.

**COMMITTEE REPORTS:**

Barry presented the Treasurer Report for October 2023.

**Motion:** by Jason Hammack seconded by Sandra Hughes to approve the Treasurer Report for October 2023. Motion passed.

Kathy presented the Budget vs Actual Report for October 2023.

**Personnel:** None

**Planning & Development:** Kathy discussed the Terracon Option 2 & 3 proposals and the beautification of Exit #151

**Marketing & Advertising**: Kathy presented the Executive Directors Report and upcoming rebranding meeting.

**Special Projects & Events/Film Commission**: Lois discussed social media numbers for the month of October, preparations/advertising underway for Jingle Jeepin’ Parade & Market and Veterans Parade.

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

**Old Business**: None

**New Business**: Kathy discussed Board term limits up in December 2023.

Jason requested the Board consider having a member of the WBR Small Business Council join the WBRCVB Board of Directors as a WBRCVB Representative. A member of the Small Business Council will address the WBRCVB Board at the December 2023 meeting.

Jason also discussed the Small Business Loan offered by Restore Louisiana for the 70767 area in the amount up to $150,000 for damage/replacement to any business owner’s equipment in 2019-2021. For more information visit www.restore.la.gov

**Motion**: by Sandra Hughes, seconded by Jason Hammack to adjourn at 1:06 pm.

Motion passed.

Respectfully submitted,

Lois Webre