WEST BATON ROUGE CONVENTION & VISITORS BUREAU

REGULAR BOARD MEETING AUGUST 9, 2023, NOON

COMBINED ROOMS

PORT ALLEN, LA 70767

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

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

Board Members Absent: Andrea Normand

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

Staff Members Absent: None

Guest: Staci Joffrion

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

**Public Comments:** None

**Minutes**: **Motion:** by Adrian Genre’, seconded by Jason Hammack to accept the June 14, 2023 minutes.

Motion passed.

**COMMITTEE REPORTS:**

**Finance**: Staci Joffrion with Baxley & Associates presented the 2022 Audit for WBR-CVB.

**Motion:** By Barry Brewer, seconded by Jason Hammack to accept the 2022 Audit Report. Motion passed.

Barry Brewer presented the Treasurers Report for June and July 2023.

**Motion**: by Adrian Genre’, seconded by Gary Joseph to accept the Finance Report for June 2023. Motion passed.

**Motion:** By Jason Hammack, seconded by Adrian Genre’ to accept the Finance Report for July 2023. Motion passed.

Kathy presented the Budget vs Actual Report for the month of June and July 2023.

**Personnel:** None

**Planning & Development:** Kathy discussed being in contact with Terracon regarding previous soil testing that was done to create a foundation report that is still underway to determine our next steps to begin building repairs.

**Marketing & Advertising**: Kathy presented the Executive Directors Report and touched base regarding the rebranding proposals. The Board has decided to table their decision until further details are presented from each inquiring company regarding a breakdown of what is being offered in each proposal.

**Special Projects & Events/Film Commission**: Lois discussed social media numbers for the month of June and July, receiving the CMP grant from the Louisiana Office of Tourism, and preparations for Oldies Fest, Veteran’s Parade, and Jingle Jeepin’ Parade & Market event.

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

**Old Business**: None.

**New Business**: Ash Patel discussed setting up a meeting with the WBR Sheriff’s Office to discuss precautions for the surrounding hotels regarding recent car vandalism and stolen inventory.

**Motion**: by Adrian Genre’, seconded by Sandra Hughes to adjourn at 12:49 pm.

Motion passed.

Respectfully submitted,

Victoria Hughes