

VISIT BATON ROUGE
BOARD MINUTES
August 2022

A scheduled Board of Director’s meeting of Visit Baton Rouge was held on Thursday, August 18, 2022, at Visit Baton Rouge, located at 359 Third Street.

Present were:

Claude Reynaud
Scott Michelet
Mary Stein
Gary Jupiter
Robyn Merrick
Gary Patureau
Mickey Freiberg
Norman Chenevert
Rowdy Gaudet

Absent

Kim Ginn

Present but not participating in formal actions:

Jill Kidder, Staff
Paul Arrigo, Staff
Lauralyn Maranto, Staff
Geraldine Bordelon, Staff
Danielle Bonfiglio, Staff
Stacy Simon, Staff
Amanda Bourgeois – Legal Counsel
Berkeley Young – Young Strategies

Claude Reynaud called the meeting to order and opened the meeting for public comment. Mr. Reynaud officially welcomed Jill Kidder as Visit Baton Rouge’s new President & CEO and welcomed Berkeley Young with Young Strategies.

A motion was made by Mary Stein, seconded by Scott Michelet to adopt the July 28, 2022, minutes as presented.

Motion carried.

Danielle Bonfiglio presented the Treasurer’s Report and reviewed July Financial Statements.

Berkeley Young with Young Strategies briefly reviewed and discussed strategic issues in the Strategic Plan.

Danielle Bonfiglio briefly reviewed mid-year budget amendments and after brief discussion, a motion was made by Scott Michelet, seconded by Gary Jupiter to adopt the following Resolution as presented.

RESOLUTION

BE IT HEREBY RESOLVED by the Board of Directors of Visit Baton Rouge ("VBR") that the 2022 Budget be amended as reflected on **2022 BUDGET ADJUSTMENTS**
August 18, 2022

	2022 BUDGET	MAY AMENDED BUDGET REVISION 1	AUGUST AMENDED BUDGET REVISION 2	% CHANGE	DIFFERENCE FROM ORIGINAL BUDGET
<u>REVENUES</u>					
Room Tax - 4%	5,670,506	6,098,874	6,458,381	14%	787,875
Other Public Funds / RESERVES					
Interest/Other	35,000	35,000	58,000	66%	23,000
Total Revenues	5,705,506	6,133,874	6,516,381	14%	810,875
<u>EXPENSES</u>					
Personnel Cost					
Wages/Contract Labor	1,318,956	1,307,429	1,307,429	-1%	(11,527)
Payroll Taxes	100,900	100,476	100,476	0%	(424)
Performance Based Pay	-	-	-	0%	-
Emp. Gr. Health & LTD	302,906	302,906	302,906	0%	0
Employee Retirement Plan	120,563	123,241	123,241	2%	2,677
Total Personnel	1,843,326	1,834,052	1,834,052	-1%	(9,274)
Administration					
Administrative	647,595	690,695	774,148	16%	126,553
Direct Promotional	125,500	125,500	133,500	6%	8,000
Total Administration	773,095	816,195	907,648	15%	134,553
Projects Department	698,825	728,528	554,944	-26%	(143,881)
Destination Sales & Service	467,449	447,884	407,065	-15%	(60,384)
Destination Experience	126,350	126,550	96,285	-31%	(30,065)
Marketing Department	2,647,800	3,274,200	3,081,960	14%	434,160
Total Operating Expenses	6,556,845	7,227,409	6,881,954	5%	325,109
NET CHANGE BEFORE CAPITAL EXPENDITURE:	(851,339)	(1,093,535)	(365,573)	57%	485,766
Fixed Asset Purchases	(20,600)	(20,600)	(20,600)	0%	-
USBC Bowling Sponsorship	10,000	10,000	10,000	0%	-
Interest Contributions to LAMP accounts	(3,000)	(3,000)	(31,200)	90%	34,200
NET SURPLUS/(DEFICIT) AFTER CAPITAL EXPENDITURES & LAMP SPECIAL PROJECT FUND	(864,939)	(1,062,789)	(407,373)	53%	451,566

Motion carried.

There being no further business, the meeting adjourned.