

VISIT BATON ROUGE

BOARD MINUTES

September 1, 2020

A scheduled board meeting of Visit Baton Rouge was held on Tuesday, September 1, 2020 at the Main Library located at 7711 Goodwood Blvd. at 12:00 noon. This meeting was originally scheduled for August 27th but had to be postponed due to Hurricane Laura.

Present were:

Scott Michelet
Claude Reynaud
Norman Chenevert
Mary Stein
Adrienne Moore
Donna Collins Lewis

Absent:

Mickey Freiberg
Pastor Lee Wesley
Kim Ginn
Ben Blackwell

Present but not participating in formal actions:

Paul Arrigo, Staff
Lauralyn Maranto, Staff
Jessica Coffing, Staff
Geraldine Bordelon, Staff
Stacy Simon, Staff
Karron Alford, Staff
Chuck Elkins, Legal Counsel

Scott Michelet called the meeting to order and opened the meeting for public comment.

A motion was made by Adrienne Moore, seconded by Mary Stein to approve the June 25, 2020 minutes as presented.

Motion carried.

A motion was made by Mary Stein, seconded by Claude Reynaud to approve the Special Meeting Minutes of July 23, 2020 as presented.

Motion carried.

Jessica Coffing presented the Treasurer's Report and reviewed July's financial statements.

Paul Arrigo presented the President's Report.

After a brief discussion regarding the 2020 budget amendments, a motion was made by Claude Reynaud, seconded by Norman Chenevert to adopt the (attached) Resolution.

Motion carried.

Chuck Elkins presented an overview and reviewed the recent RFP process for Visit Baton Rouge's CRM and Website services. A motion was made by Donna Collins Lewis, seconded by Mary Stein to adopt the following Resolution:

**RESOLUTION OF THE BOARD OF DIRECTORS OF VISIT BATON ROUGE
CONCERNING APPROVAL OF CONTRACT WITH SIMPLEVIEW, LLC FOR CERTAIN CRM AND WEBSITE
SERVICES**

September 1, 2020

WHEREAS, this Board at its June, 2020 meeting of the Board authorized a request for proposals ("RFP") process to select a vendor for VBR's Customer Relationship Management ("CRM") system and VBR website hosting and other services ("Website Services;")

WHEREAS, such RFP was conducted by VBR staff in July and August, 2020; and

WHEREAS, as a result of the RFP, VBR has selected Simpleview, Inc. to provide the required software and services to VBR.

THEREFORE, BE IT RESOLVED by the Board of Directors (the "Board") of VBR that, Scott Michelet, Chairman, and Paul J. Arrigo, President & CEO, acting jointly, are hereby directed and authorized to negotiate, execute, and deliver to Simpleview, Inc. an agreement for CRM software and Website Services (the "Agreement"), with such Agreement being for a term of three (3) years, with two (2) one (1) year options exercisable by VBR, and all other terms and conditions being consistent with the results of the RFP process related to the Agreement or otherwise being determined in the best interests of VBR in the joint judgment of Mr. Michelet and Mr. Arrigo.

BE IT FURTHER RESOLVED that, Mr. Michelet and Mr. Arrigo are directed and empowered in the name of and on behalf of VBR to take all required actions, including without limitation to execute and deliver any document, agreement, or certificate, and/or to approve any change in the Agreement, that, Mr. Michelet and Mr. Arrigo, in their joint discretion, deem necessary or convenient to the accomplishment of the previous resolution.

Motion carried.

Chuck Elkins presented an overview relative to the occupancy taxes on hotel room occupancy pursuant to Acts of the Louisiana Legislative Session. A motion was made by Norman Chenevert, seconded by Mary Stein to adopt the following Resolution:

**RESOLUTION OF THE BOARD OF DIRECTORS OF VISIT BATON ROUGE
CONCERNING
AMENDMENT OF RESOLUTION LEVYING LODGING TAX**

SEPTEMBER 1, 2020

WHEREAS, the Board of Directors (the "Board") of Visit Baton Rouge ("VBR") has, acting under the authority granted to it under Act 47 of the 1995 Regular Session of the Louisiana Legislature, levied a tax of three (3%) percent on the occupancy of hotel rooms, motel rooms, and overnight camping facilities with the Parish of East Baton Rouge, dated effective July 1, 1996 (such resolution levying such tax is referred to hereinafter as the "3% Resolution");

WHEREAS, the Board has, acting under the authority granted to it under Act 1072 of the 1997 Regular Session of the Louisiana Legislature, levied an additional tax of one (1%) percent on the occupancy of hotel rooms, motel rooms, and overnight camping facilities within the Parish of East Baton Rouge, dated effective January 1, 1999 (such resolution levying such tax is referred to hereinafter as the "1% Resolution");

WHEREAS, the Board has, acting under the authority granted to it under Act 310 of the 2017 Regular Session of the Louisiana Legislature, levied an additional tax of one (2%) percent on the occupancy of hotel rooms, motel rooms, and overnight camping facilities within certain portions of the Parish of East Baton Rouge, dated effective January 1, 1999 (such resolution levying such tax is referred to hereinafter as the "2% Resolution");

WHEREAS, Act 184 of the 2020 Regular Session of the Louisiana Legislature and other prior Acts of the Louisiana Legislature have made significant changes to the law governing the occupancy taxes levied by the Board.

WHEREAS, to conform the 3% Resolution, 1% Resolution, and the 2% Resolution to current State Law governing VBR's occupancy taxes, the following resolutions are required.

THEREFORE, BE IT RESOLVED that Section 2(a) of the 3% Resolution shall be revised in its entirety to read:

- (a) Hotel. The word "hotel" as used in this resolution shall mean collectively: (i) the word "hotel" as defined in La. R.S. 33:4574.1.1(C)(1), as amended and (ii) overnight camping facilities.

BE IT FURTHER RESOLVED that Section 3 of the 3% Resolution shall be revised in its entirety to read:

Section 3. Nonapplicability of Tax

The tax levied and imposed by this Resolution shall apply to all occupancy of all hotel rooms unless such occupancy is specifically and expressly exempted by law superior to Act 47 of the 1995 Regular Session of the Louisiana Legislature.

BE IT FURTHER RESOLVED that Section 2(a) of the 1% Resolution shall be revised in its entirety to read:

- (a) Hotel. The word "hotel" as used in this resolution shall mean collectively: (i) the word "hotel" as defined in La. R.S. 33:4574.1.1(C)(1), as amended and (ii) overnight camping facilities.

BE IT FURTHER RESOLVED that Section 3 of the 1% Resolution shall be revised in its entirety to read:

Section 3. Nonapplicability of Tax

The tax levied and imposed by this Resolution shall apply to all occupancy of all hotel rooms unless such occupancy is specifically and expressly exempted by law superior to Act 1072 of the 1997 Regular Session of the Louisiana Legislature.

BE IT FURTHER RESOLVED that Section 2(a) of the 2% Resolution shall be revised in its entirety to read:

- (a) Hotel. The word "hotel" as used in this resolution shall mean collectively: (i) the word "hotel" as defined in La. R.S. 33:4574.1.1(C)(1), as amended and (ii) overnight camping facilities.

BE IT FURTHER RESOLVED that other than as expressly set forth in the preceding five (5) resolutions: (i) the 3% Resolution, 1% Resolution, and 2% Resolution are not further revised, changed, modified, or amended in any manner and remain in full force and legal affect, as amended by such preceding five (5) resolutions and (ii) the effective date of the preceding five (5) resolutions shall be the effective date of Act 184 of the 2020 Regular Session of the Louisiana Legislature, or such later date as may be required by law.

Motion carried.

There being no further business, the meeting adjourned.